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ABSTRACT

Begun in 1980, the University of New Mexico Medical Center Library's statewide Outreach Program is a composite of many services and projects designed to meet the medical and health information needs of the state's diverse and scattered population. The only major biomedical library in New Mexico, the Library has built the program on existing structures within the health care system, community libraries, and consumer groups. The interrelated programs aimed at health information dissemination include such disparate elements as the Navajo Area Indian Health Service, the State Medical Society, public libraries, the Improved Pregnancy Outcome Project, the New Mexico Drug Information Center, a statewide Health Information Planning Group, and numerous professional organizations. Outreach program activities include the selection, acquisition, processing, and dissemination of audio-visual and print materials; coordination of health information activities and resources among various groups and agencies; development of public library core collections tailored to specific project goals: publicity and promotion efforts incorporating concerns of multiple projects; and workshops for audiences of mixed primary interests. The program has also created links with the State Health and Environment Department, the State Library System, and the federal Health Systems Agency. Appendices include documentation, forms, and newspaper reports of the program. (Author/SB)

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THE UNIVERSITY OF NEW MEXICO MEDICAL CENTER LIBRARY'S HEALTH INFORMATION SERVICES OUTREACH PROGRAM

by

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University of New Mexico
Medical Center Library
Albuquerque, New Mexico

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DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service
Centers for Disease Control

Memorandum

RC

Date August 1982

From Health Services Officer
Division of Health Education

Subject The University of New Mexico Medical Center Library's Health Information Services Outreach Program

To Colleagues in Health Promotion and Education

The attached report, The University of New Mexico Medical Center Library's Health Information Services Outreach Program, is one in a series that was developed under contract number 200-80-0525 between the Center for Health Promotion and Education of the Centers for Disease Control and Raven Systems & Research, Inc.

The general purpose was to investigate library/health education networking as a means for improving the availability and use of health information and health promotion resources and services. The long-range goal of the project was to identify, describe, and facilitate the further development of State and local library networks and resources supportive of better services to library staff, health workers, and consumers. These networks, program examples, and materials resources are to serve as examples for similar programs and activities that might be adopted in other locales. The overall objectives of the project were to:

- Identify and document library/health promotion network projects, their program elements, and developed supportive resources;
- Develop and implement plans for several exemplary regional or State library/health promotion networks in which there is active involvement of all appropriate organizations;
- Develop and implement a clear management plan for these organizations to work together cooperatively to share resources and meet specialized needs effectively and efficiently; and,
- Assess the function and effectiveness of the regional or State networks, program components, and resources, and develop plans for national dissemination of the library/health promotion network concept and other beneficial programs, practices, and resources.

In order to identify potential programs for documentation, the contractor consulted with known experts in the field of library/health information. In addition, notices for viable library/health promotion network programs were published in such periodicals as the newsletters of the Medical Library Association and the Association of Specialized and Cooperative Library Agencies.

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Attached is a description of one of the 10 programs selected for intensive study in the project. The others are listed in the introduction.

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Attachment

Reports emanating from contract 200-80-0525 are listed below:

- Project Overview - Development of Library/Health Promotion Linkage Systems: Update, May 1981
- Workshop Report on Health Promotion Role of School of Public Health Libraries, September 1981
- The Tulsa City-County Library's Health Information Service, August 1982
- The Onondaga County Public Library's Consumer Health Information Services and the Consumer Health Information Consortium, August 1982
- The Health Library Kaiser Permanente Medical Center, August 1982
- The University of New Mexico Medical Center Library's Health Information Services Outreach Program, August 1982
- The Library/Learning Resource Center Network North Carolina AHEC Program, August 1982
- Infohealth Project: Cleveland, August 1982
- The North Dakota AHEC Library System, August 1982
- CHIPS - Consumer Health Information Program and Services/Salud Y Bienestar, August 1982
- CHIN - Community Health Information Network, August 1982
- Program Study Report, August 1982
- The Role of the Public Health Library in Health Promotion/Health Education, Report of Study Conducted by the University of Michigan School of Public Health (to be available in 1983)
- Proceedings of the Library/Risk Reduction Workshops (to be available in 1983)

TABLE OF CONTENTS

		Page
Summary		1
Chronology		2
Chapter		
I	History	5
II	Organization and Governance	15
III	Finance	21
IV	Cooperative Arrangements	25
V	Services	31
VI	Population Served	43
VII	Information Collection	49
VIII	Promotion and Marketing	53
IX	Problems Encountered	61
X	Future Plans	63
Documentation		69
Appendices:		97
Appendix		
I	Descriptive List of Project Materials Produced	97
II	Public Library Survey Instrument	101
III	Outreach Program - Counties Served (Grid) -	103
IV	Media Evaluation Forms	104
V	Promotional Poster for Improved Pregnancy Outcome Project	106
VI	Perinatal Newsletter Featuring Medical Center Library	107
VII	Maternal & Infant Care Core Collection Promotional Materials	109

THE UNIVERSITY OF NEW MEXICO
MEDICAL CENTER LIBRARY OUTREACH PROGRAM

Summary

The University of New Mexico Medical Center Library's statewide Outreach Program is a composite of a number of services and projects designed to meet the medical and health information needs of a diverse population. As the only major biomedical library in New Mexico, the Library must anticipate and be responsive to the health information needs of the entire state. To this end, the Medical Center Library has built on existing structures and relationships within the health care planning and delivery system, as well as on community-based libraries and consumer groups.

The program's scope emerges from the Library's basic philosophy that "health information" is not an entity separable from "professional" or "medical" information as traditionally defined. In a rural state where a single physician may serve an area larger than Rhode Island, all information that improves the health care provider's ability to provide effective educational programs, or the consumer's ability to maintain his own health, is important. Equally important is that the health care planning, delivery and education system is a permanent structure which should be built upon rather than supplemented in a state where resources are few, funding is erratic, and one-time projects fade rapidly into the desert sun.

This philosophy, then, determined the Medical Center Library's path toward building an Outreach Program firmly grounded in both internal mechanisms and external organizational structures. There is no isolated "project" aimed at health information dissemination, but a series of interrelated programs complementing and building on one another to produce a progressively far reaching Outreach Program. Its individual parts include such disparate elements as the Navajo Area Indian Health Service, the State Medical Society, Public Libraries, the Improved Pregnancy Outcome Project, the New Mexico Drug Information Center, a statewide Health Information Planning Group, and numerous professional and consumer organizations.

Outreach program activities include selection, acquisition, processing, and dissemination of AV and print materials; coordination of health information activities and resources among various groups and agencies; development of public library core collections tailored to specific project goals; publicity and promotion efforts incorporating concerns of multiple projects; and workshops drawing on a wide range of expertise and designed for audiences of mixed primary interests.

Entering the consumer health arena only two years ago, the Medical Center Library Outreach Program - despite the considerable barriers posed by the necessity to serve an entire state - has forged linkages with the State Health and Environment Department, the State Library System, and the federal Health Systems Agency in addition to those groups mentioned above. These linkages, plus the firm grounding of the Outreach Program in the Library's own permanent staffing and operations patterns, creates the flexibility and stability necessary to the perpetuation of a statewide Outreach Program.

Chronology

1968 - present	MCL provides document delivery, reference, online and consultation services to unaffiliated hospitals and clinics in New Mexico as the officially designated Resource Library for the state (Regional Medical Libraries Network supported).
January 1978	Cost-sharing plan provides on-site continuing medical education opportunities with accreditation (NCME Bicycle Program).
February 1978	MCL initiates 24 hour statewide Interlibrary Loan Guaranteed Delivery Service through United Parcel Service Contract.
May 1978	MCL contracts with Navajo Area Indian Health Service.
Fall 1978	MCL launches first successful fund drive among New Mexico Medical Society members.
May 1979	MCL exhibits "Hotline to Information" at New Mexico Medical Society's Annual Meeting.
	Second contract with Navajo Area Indian Health Service obtained.
Summer 1979	MCL begins formal alliance with School of Medicine Primary Care Curriculum.
September 1979	MCL contracts with federally funded Improved Pregnancy Outcome Project (IPO).
December 1979	Physicians Outreach Program initiated.
March 1980	MCL obtains second IPO contract.
May 1980	Third contract with Navajo Area Indian Health Service obtained.
June 1980	New Mexico Health Information Workshop held in Albuquerque.
July 1980	New Mexico Health Information Planning Group formed.
August 1980	Governor's Conference on Disease Prevention and Health Promotion.
September 1980	MCL obtains funding for 15 core collections.
October 1980	MCL obtains 3rd IPO contract.
Oct.-Dec. 1980	Statewide IPO promotional effort launched.

March 1981 — Six month review of IPO AV materials usage reveals total audience exposure of over 10,000 viewers.
MCL establishes and fills the position of Chief, Outreach Programs.

April-May 1981 — Core collections distributed to 8 New Mexico public libraries, 6 bookmobiles, and the New Mexico State Library Books by Mail Service.

MCL's proposal for improving access to health information included in statewide Health Plan Linkage Document developed by New Mexico Health Systems Agency in conjunction with New Mexico Health and Environment Department

June 1981 — Total audience exposure to IPO audiovisual materials reaches 13,000.

CHAPTER I

History

Origin

The State of New Mexico--a rural, multicultural state with immense distances between its small and scattered population centers--presented a unique challenge to the Medical Center Library, a medium-sized facility committed first to its primary clientele, the UNM Medical Center, and secondly to its unaffiliated "community," the state. By national standards, the Library is yet in its youth. Founded in 1963 when it boasted a collection of only 5,000 volumes, the Library's first decade was occupied primarily with building a collection and service base equal to the demands of an academic medical center composed of a School of Medicine, College of Nursing, College of Pharmacy, an Allied Health Program, and a number of affiliated research and patient care institutions.

The "first things first" approach, however, did not obscure from our vision the pressing information needs of health care practitioners, planners and consumers in the state. Clearly, the UNM Medical Center Library would one day have to assume responsibility for addressing these needs through systematic implementation of an Outreach Program of statewide proportions.

The key word here is, of course, "statewide." In population, New Mexico ranks among the nation's smallest states. The state ranks fifth in size, however, with 121,510 square miles of mountain and desert terrain where hundreds of miles often separate population centers. Nearly half its population--and nearly all the health information resources--are centered in Albuquerque.

A wry commentary by health care planners in New Mexico goes "How you gonna keep 'em down on the farm after they've seen the farm?" Referring to the acute shortage of physicians in rural areas, the phrase summarizes the long-standing problem faced by small communities throughout New Mexico. Geographically isolated from traditional support mechanisms, young physicians quickly "burn out" in rural practices where professional consultations are often limited to telephone communication, expensive and sophisticated technology is available only in far-off Albuquerque, and library resources are non-existent. Compounding the rural physician's dilemma is the necessity to fulfill multiple roles within the community. Too often the sole representative of the health care structure, the physician functions not only as health care provider, but as health educator, planner, and consumer advocate. As a key figure in New Mexico's health care planning, the rural physician's information needs were clearly the most acute problem to be addressed by a fledgling outreach program.

When this realization occurred in the late 1960s the consumer health information wave had not yet swept the country. Medical libraries still viewed their services and resources as the almost exclusive domain of

medical practitioners and educators, and medical libraries were (and often still are) funded solely for this purpose. Serving the health care consumer was outside the realm of most medical libraries, and the UNM Medical Center Library was no exception.

The Medical Center Library's initial outreach program, then, was grounded both in philosophic and economic reality, as well as in the clear-cut expectations of rural physicians representing the composite health information needs of rural communities. Presenting the Library's current Outreach Program as the result of a long range plan for meeting the needs of health care consumers as well as practitioners, planners, and educators would stretch the truth considerably.

Simply stated, the program grew from a rather narrow focus on the physician's needs to a steadily widening horizon that recognized the common ground between consumer and practitioner needs. Ultimately, the Outreach Program emerged both as the result of conscientiously planned development and good use of unplanned and unexpected opportunity.

Impetus to address the state physicians' needs came from the Medical Library Assistance Act of 1967. This federal mandate recognized the concentration of medical library information resources in large cities and academic centers and the relative paucity of such resources in suburban and rural areas nationwide. To equalize information accessibility, the bill created a network of the nation's major medical libraries, defining regions in a hierarchical structure beginning with the National Library of Medicine as network administrator. Eleven regions were assigned, with New Mexico belonging to the five state TALON Region IX (Texas, Alabama, Louisiana, and Oklahoma formed the remainder of the acronym). The University of Texas Health Science Center Library in Dallas was designated the Regional Library, serving as administrative headquarters as well as back-up to 12 Resource Libraries in the five states. While functions of Regional Medical Libraries (RML) varied, their primary focus was document delivery and interlibrary loan. "Document delivery" refers to a service in which physicians and other health professionals are provided books and photocopied articles upon request to the designated sub-regional resource library. Normally requests are transmitted through a local hospital library to the resource library which either fills the request or refers it through interlibrary loan to another resource library, the Regional Library, or if necessary, the National Library of Medicine.

Most states have several resource libraries; New Mexico boasts only the UNM Medical Center Library, which has functioned in this capacity since 1968, channeling requests from hospitals, clinics and health practitioners statewide, and providing the link to a nationwide biomedical communications network spearheaded by the Regional Medical Library network. Initially subsidized in full by federal funds from the Medical Library Assistance Act, interlibrary loan and document delivery provided the first tangible service to New Mexico health care providers unaffiliated with the University of New Mexico. The Library supplemented this service with a supplemental WATS telephone line enabling health professionals to access current diagnostic and treatment information via

audiotapes on specific subjects. Another component of the program was library consultation, a service that remains an important part of outreach activities today. Traveling to hospitals and clinics around the state, Medical Center Library consultants help to build and maintain on-site medical collections, thereby assuring at least minimal medical information resources. At the same time effective communication links are forged with the Medical Center Library. Thus, the Library had taken its first step in achieving statewide visibility by creating a core of rural health care professionals who could depend on library services from a central source. These services remained its central focus until a change in Library administration brought a more comprehensive and innovative approach to the outreach program.

Community Services Division Established; Services Improved & Expanded

In 1978 the recently appointed director established a Community Services Division to serve as an outreach support base. In November the Director and the Community Services Librarian met with representatives of the New Mexico Hospital Association and the State Medical Society; members of all three agencies promptly agreed on the need for a statewide health information service. The Library soon received an official commitment from the Executive Vice President of the New Mexico Hospital Association and the House of Delegates of the New Mexico Medical Society to support the goal, possibly through legislative action in the future.

Encouraged by this show of support, the library began to methodically identify medical information resources and service capabilities at the community level. A survey of New Mexico hospitals resulted in an accurate roster of existing resources, thus establishing the first vehicle for regular and effective communication with the state's hospitals and clinics.

Improved communications resulted in early recognition of the need for a more efficient delivery system for monograph and audiovisual materials loaned to outlying areas. Because U.S. mail delivery often was delayed by a week or more, most library materials arrived too late to be of use. In February 1978, therefore, the Library contracted with United Parcel Services, who guaranteed delivery within 24 hours. This dramatic improvement added considerable weight to the value of library services, and the UPS contract arrangement continues to this day.

By Spring of 1978 the Library's support of community-based hospitals and clinics had drawn the attention of the Navajo Area Indian Health Service administered by the U.S. Public Health Service. Desiring similar services for its health service units in the Four Corners Area (Colorado, Arizona, Utah and New Mexico), the NAIHS proposed a formal contract to support document delivery, interlibrary loan, computerized literature searches, and reference services from the Medical Center Library. The liaison created another core of practicing physicians with whom the Library had established a solid service relationship.

Perhaps the most fundamental benefit of extending services to unaffiliated professionals was the Library's acquisition of new contacts among the state's practicing physicians. After basic information needs were met, others became evident; the Medical Center Library staff grew more familiar with the multiple problems contributing to the maldistribution of physicians in New Mexico. High on the list was re-licensure requirements. In 1971 New Mexico became the first state to require mandatory relicensure of physicians every 3 years. While continuing medical education had long been an important professional responsibility among physicians, that responsibility was now not only clearly defined, but mandated by law. In order to maintain a license for practicing medicine in New Mexico, a physician was required to obtain specific continuing medical education credits within a definite time period. For physicians practicing anywhere outside Albuquerque, the implications were enormous, since most accredited conferences and courses are held there. A three-day absence from the physician's own community, often without a replacement, may mean temporary loss of 25 to 100% of the community's total physician population. There was an acute need for community-based hospitals to provide at least a portion of this mandatory continuing medical education. Recognizing this unique challenge, the Medical Center Library stepped beyond the traditional document delivery and interlibrary loan service to initiate a new program addressing a different need.

Physicians' Continuing Medical Education Needs

The New York-based Network for Continuing Medical Education (NCME) produces and sells on a subscription basis videotapes accredited by the American Medical Association and the American Academy of Family Physicians. Each program contains post tests to be completed and returned to NCME for assessment and accredited certification applicable toward relicensure. While its value in providing on-site continuing medical education was readily apparent, a yearly subscription fee of $1,600.00 placed it beyond the reach of New Mexico's small, rural hospitals. In January 1978, the Medical Center Library proposed a cost sharing plan to circulate a single subscription among several hospitals. With the Library acting as lessee and distribution agent, the "NCME Bicycle Program" brought accredited CME opportunities to physicians throughout the state for a fraction of the single subscription cost (see Chapter V: "Services" for further details).

Fund Drive

Although momentum for a statewide outreach program was clearly increasing, by 1978 the federal subsidy for interlibrary loan and document delivery activities had begun to diminish; the need for less reliance on federal funds and increased "local" independence became apparent. Because a solid service base in statewide hospitals and clinics had been established, along with a profile of existing resources in these institutions, the Library had gained the ear, if not yet the financial support, of the New Mexico State Medical Society. Having demonstrated its capacity to provide effective information services for the major health care centers in the State, it was now time for the Library to more directly address the needs

of physicians practicing outside those centers. As corporate representative of the state's physicians and having committed itself to support a library outreach program, the Medical Society was clearly the most appropriate body to approach for help in launching a fund drive. (See Chapter IV, Cooperative Arrangements, for fund drive details.)

Following its successful fund drive, the Library was able to provide not only daily services made possible in part by the physicians' response, but also to actively promote awareness of the Library as a partner in the Medical Society's goals. In May 1979 the Library exhibited "Hotline to Information" at the New Mexico Medical Society's three day Annual Meeting. Designed and planned cooperatively by the Library's Assistant Director and the Chairman of the Medical Society's Continuing Medical Education Committee, the exhibit emphasized Medline services, the NCME Bicycle Program, audiovisual resources, and interlibrary loan and library consultation services.

Contacts with Rural Physician Preceptors and Medical Students

An opportunity to develop still another link with the state's physicians came when an experimental education track within the School of Medicine emerged. The "Primary Care Curriculum" (PCC) took its first group of ten students in the Fall of 1979. Even earlier, however, library staff became closely involved with planning this innovative approach to medical education. Based on a philosophy of life-long learning, PCC employs problem-based learning in tutorial groups as the primary learning mode for its students. In contrast to traditional textbook and lecture style information transfer, small groups of PCC students identify issues within a given clinical problem and must then acquire the necessary information to both understand the learning issues and apply their newly gained knowledge to the clinical problem. From the beginning Library faculty were involved in planning and implementing the PCC curriculum because of the obvious need for PCC students to acquire efficient information seeking skills, i.e., knowledge of library resources. The curriculum also includes a six-month clerkship during the first year, in which students continue their self-directed learning in a rural practice under the guidance of a physician preceptor. Again, library support is crucial, since both students and preceptors require information services in their rural communities. Various activities related to the PCC Program have created still another core of physician contacts that enables linking of various project goals (see Chapter VIII: "Promotion and Marketing" for further details).

Improved Pregnancy Outcome Project

A vague but intriguing rumor circulated to the Library in July 1979: a federally funded program having "something to do with pregnancy" was searching for supportive and innovative partnerships. Investigation revealed that because New Mexico ranked among the top fifteen states with the highest infant mortality rate, it had received a five-year federal grant providing for an "Improved Pregnancy Outcome" project to be administered by the State Health and Environment Department. In its

simplest terms, the project was designed to reduce infant mortality (improve pregnancy outcome) directly through improved and expanded perinatal education for both health care providers and consumers. Due to delayed approval of the federal IPO Project by state authorities, however, the project was severely behind schedule; little more than two months remained in the first program year when the Library first heard of IPO.

Two facts were known to us: 1) perinatal education for physicians, nurses, and midwives in rural areas would be a primary focus, and 2) until now, no one had thought of the potential role our Library could play in providing information services and support for this program. At our suggestion, we were invited to propose ways in which the Library could be of service. While information regarding the project was sparse, we were convinced that it could be admirably suited to our plan for furthering development of a statewide health information outreach program.

Based on the meager information at hand, and with a week's deadline facing us, the Library proposed to compile and print audiovisual educational packages which could be sent to areas around the state or accompany IPO educators launching their perinatal education efforts. Through UNM's Department of Obstetrics and Gynecology, which was involved in the project, and which was our intermediary, the Library was contacted by the IPO Project Director, who immediately recognized the potential value of Library support. The proposal was submitted to the state Health and Environment Department in August; approval notice was received in late September, and work officially began on September 27, 1979 (see Chapter V: "Services" for further details).

Physicians Outreach Program

The previous year's successful fund raising effort had produced a core of physicians interested in extending library services to practicing New Mexico physicians on a permanent basis. By December 1979 it was time to initiate a formal program supported by a firm funding base through program beneficiaries. The former fund drive now became an invitation to join the "Physicians Outreach Program" with a minimum membership fee of $50.00 entitling the subscriber to certain services at reduced or no cost.

Broadening the Scope: Consumer Health Education/Information

By Spring 1980, the Library had achieved statewide outreach through the NCME, document delivery, reference and consultation services in hospitals and clinics; established a firm liaison with New Mexico physicians through the Medical Society, NAIHS, alliance with the Primary Care Curriculum, and initiation of the Physicians Outreach Program; and developed a formal service relationship with the federally funded, state administered Improved Pregnancy Outcome project. Common to all these efforts was the focus on information needs of the practicing health professional. Also common, however, was the echo of another non-traditional need rarely addressed by medical libraries: consumer health education. Our close

alliance with practicing health professionals had brought a new understanding of their responsibilities. As in the rest of the nation, preventing illness had become the center of concern not only to health planners and professional educators, but to practitioners as well. The role of physician and nurse as health educator had become increasingly apparent; the IPO project concentrated on preventing problem pregnancies through consumer education; PCC curriculum students conducted community projects aimed at public health and health education issues; and a statewide "Governors Conference on Disease Prevention and Health Promotion" was planned for the Fall. Clearly the time had come to expand our outreach scope, and a logical partner was close at hand.

During the previous year the IPO project had placed increasing emphasis on consumer health education, and was desperately trying to launch a statewide effort. Short of staff and lacking funds to cover the state with traveling health education programs, IPO had wisely focused on existing agencies and consumer groups to supplement its efforts. Through its various outreach services, the Library offered to help IPO and its allied groups and agencies to plan and conduct health education programs, thus gaining a foothold in the consumer education area. The Library further suggested that public libraries might aid in bringing pregnancy-related information to the grass roots level where it was most needed. Expanding on this concept, the Medical Center Library offered to develop a plan for coordinating access to health information statewide, thereby expanding IPO goals beyond their prescribed five-year duration: pregnancy information, inherent within the broader concept of health information, would be more readily available in the community if a coordinated permanent system could be established.

Central to health education programs and health information access was, of course, the question of information resources. A "Perinatal Resource Collection" housed at the Medical Center Library for statewide use was the initial focus of the IPO/MCL alliance. Already, the collection had shifted from primary emphasis on a professional audience to a broad core of materials appropriate for the lay public (see Chapter V: Services). While gathering these materials, the library developed additional contacts among health educators, nurses, and agency representatives who served as previewers/consultants in selecting appropriate titles. Other agencies with information resources to share soon became apparent, thus convincing us that cooperation among groups with similar interests would benefit all.

Resource sharing was an attractive concept to the Health and Environment Department as it reviewed the Library's second IPO contract proposal. Approved in March 1980, the proposal incorporated a vastly expanded program designed to develop a statewide system for improving health information access (see Chapter V: "Services" for further details).

New Mexico Health Information Workshop

While activities of the second IPO contract are detailed in Chapter V, an overview of significant events in developing the current Outreach Program would not be complete without mentioning a major milestone in the Library's outreach expansion efforts. The New Mexico Health Information

Workshop, held in Albuquerque on June 6 and 7, 1980, was the first effort to bring together librarians, health educators, practitioners and consumers from throughout the state to consider the health information access problem. Cooperatively sponsored by the Medical Center Library, IPO, and the New Mexico State Library, the workshop created a forum for communication among diverse agencies and individuals, afforded IPO the opportunity to present its goals and concerns to a group of potentially supportive health and library professionals, and provided the momentum for formation of a formal body to carry on the coordinating effort initiated by the workshop itself.

New Mexico Health Information Planning Group

At the conclusion of the June, 1980 Health Information Workshop, its Program Planning Committee was charged by workshop participants with establishing a formal group based on the committee's own membership to continue coordinating efforts. Initially including representatives from the Medical Center Library, IPO, two public libraries, the University of New Mexico's Maternal and Infant Care Project, and the State Library, the group is steadily expanding both in membership and activities. Meeting once a month on time contributed by participating agencies, the Health Information Planning Group has maintained its original core of members and added two representatives from the New Mexico Health Systems Agency; two members of the Bureau of Disease Prevention/Health Promotion (New Mexico Health and Environment Department); a community outreach educator from the University of New Mexico's College of Nursing; and a representative from UNM's Health Education Program. Currently, we are exploring the feasibility of enlisting representatives from the American Heart Association and other similar agencies.

In its brief year of existence the Planning Group has evaluated the needs and priorites of participating agencies, disseminated useful health information to libraries and District Field Health Officers, and conducted a statewide public library survey to determine interests and potential cooperation among public libraries in New Mexico. Results of these activities are discussed in greater detail in Chapter V: "Services."

Reaching the Consumer: Core Collections for Public Libraries

The alliance with the IPO project was proving to be successful if for no other reason than revealing potential as yet untapped. For some of us most closely allied with the project, however, an occasional doubt arose as to whether all this attention on the single area of infant and maternal health was really justified. Those doubts were quickly dispelled when in August of 1980 Medical Center Library staff met with the State Library's Bookmobile librarians. By now, promotional presentations regarding the IPO Perinatal Resource Collection available at the Medical Center Library had become routine for MCL staff, but the instantaneous response of the Bookmobile librarians instilled a new enthusiasm and sense of purpose in our efforts.

According to these wandering information minstrels, each of whom singly covers thousands of miles of remote New Mexico mountains and valleys each

month, pregnancy-related material was the one item they could not keep on their shelves. There was, in their view, a crying need for more and better printed materials on this subject which could be incorporated into bookmobile collections. While bookmobile librarians were able and willing to aid in publicizing the Perinatal Resource Collection to schools and agencies where audiovisuals were needed for group health education programs, audiovisuals were of no use in a bookmobile setting. Cautiously, the Medical Center Library representatives asked whether bookmobile librarians would be willing to participate in a demonstration project if funds could be obtained to purchase core maternal and infant health collections suitable for their mobile libraries.

The unanimously positive response motivated Medical Center Library staff to call on the IPO Director, who was quickly persuaded that funds appropriated for purchasing core collections to travel around the state would be money well spent. So convinced was the Director that she further agreed to place core collections in key public libraries around the state as well. With funding wheels in motion, MCL staff then consulted with New Mexico State Library staff, who helped to select strategically located public libraries and further suggested that the state Books-by-Mail Service be included to complete the pattern of broad accessibility. The final "count" emerged as 15 core collections: 6 Bookmobiles, 8 public libraries, and the State Library's Books-by-Mail Service serving remote areas of the state otherwise lacking library support. While further details of this project are provided in Chapter V, its importance in the evolution of a statewide outreach program involving eventual participation of public libraries is evident.

Focus on Credibility

By Fall 1980 the Medical Center Library had captured the interest of a broad spectrum of agencies, institutions and individuals in the potential for effective coordination of health information activities. An official statement had been made by library staff to a multi-representational audience of nearly 400 at the Governor's Conference on Disease Prevention and Health Promotion in August. Significant effort had gone into building statewide contacts and obtaining funding for expanding outreach efforts (IPO, Physicians Outreach Program, NAIHS contract). It was clear, however, that if the support of interested agencies were to continue, the central role libraries could play would need more graphic demonstration.

With the IPO Perinatal Resource Collection (mainly audiovisual) fully developed and available for statewide use, the Library encouraged the broadest possible exposure of that material. Fully aware that libraries are often regarded as repositories for information rather than active promoters of its use, we set out to prove our effectiveness in marketing the information representing IPO's financial investment. The efforts launched in October 1980 and described in Chapter VIII succeeded far beyond our expectations. A review of IPO materials used during the ensuing six month period revealed a collective audience of over 10,000 viewers. By June that figure had climbed to over 13,000 viewers representing communities throughout New Mexico. Several years establishing contacts throughout the state by building a series of service programs clearly had been worthwhile.

We have yet to assess community impact of the IPO maternal and infant care core collections. Here may well be another area where libraries will prove to be a dynamic force in increasing information access. As an important partner in the health education and disease prevention effort, the Medical Center Library has now achieved the credibility to pursue funding from the New Mexico State Legislature and other private and public funding sources. A first step in this process occurred during the Spring of 1981, when the Library's plan for developing support for health education activities and coordinating improved access to health information was included in the New Mexico Health Systems Agency's Health Systems Plan. Developed as the five-year plan for health care services development, funding, and administration in New Mexico, this document forms the foundation for the New Mexico Health and Environment Department's policy for the next five years. Whether the Library's outreach program receives full or partial funding, its inclusion in the Health Systems Plan is a giant step forward in establishing both the need for, and potential contribution of, libraries in the health-promotion-through-informed-citizenry movement.

CHAPTER II

Organization and Governance

Institutional Setting

The University of New Mexico is one of eighteen state institutions of higher learning financed through the State legislative process. The University, located in the State's largest city, is divided into two campuses separated by a major thoroughfare--the General University on the South, and the Medical Center on the North.

The Medical Center consists of the School of Medicine (including two program tracks in Undergraduate Medicine leading to the M.D. degree); a Basic Sciences Ph.D. Program; an Allied Health Program; a Cancer Research and Treatment Center; a Biomedical Research Facility presently under construction, and three hospitals. There are also numerous outpatient and community clinics, as well as the Colleges of Nursing and Pharmacy located on the North Campus.

The Medical Center Library, housed in its own building, serves the entire North Campus complex under the Director of the Medical Center, who functions in the capacity of Vice President for Medical Affairs and also as Dean of the School of Medicine.

Outreach Programs

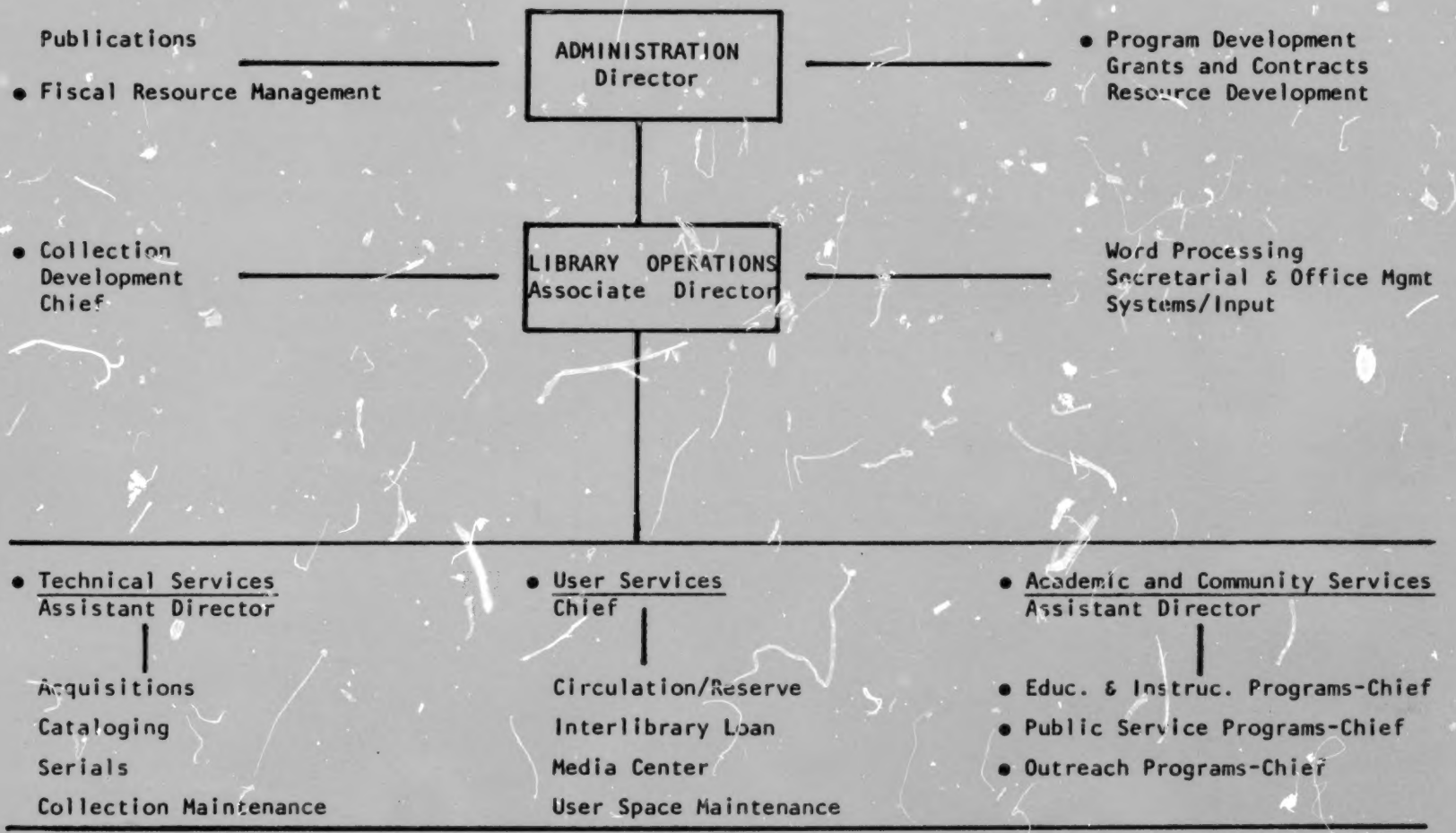
While the Library's primary responsibility is the academic community, and the State Legislature currently limits its support to that function, sharing resources with the New Mexico health care community at large is an unwritten mandate. (From its beginning, the Library has maintained a policy of free access--any state resident is entitled to visit the library and use its resources.)

The present state budget allocation provides no support for the Outreach Program beyond that reflected in the existence of a "Chief of Outreach Programs" on the Library's personnel payroll. Thus an external funding source which might otherwise constitute an advisory or governing body does not figure in the governance structure. Instead, the MCL employs a cost-sharing policy (see Chapter III: Finance) to supplement its own in-kind contribution to the Outreach Program. This cost-sharing mechanism is basic to MCL's Outreach Program and dictates a second tenet which underlies the program's governance structure: that each major facet of the program be integrated into the mainstream of existing services and activities. In this way, outreach activities are internalized into everyday operations, and dependency on external funding sources to support basic outreach service operations is minimized. In short, the guiding principle of the Outreach Program as summarized by the Library Director is: "We can't afford fly wheel operations."

The following organizational chart illustrates the administrative and operational structure that reflects this philosophy.

UNM MEDICAL CENTER LIBRARY

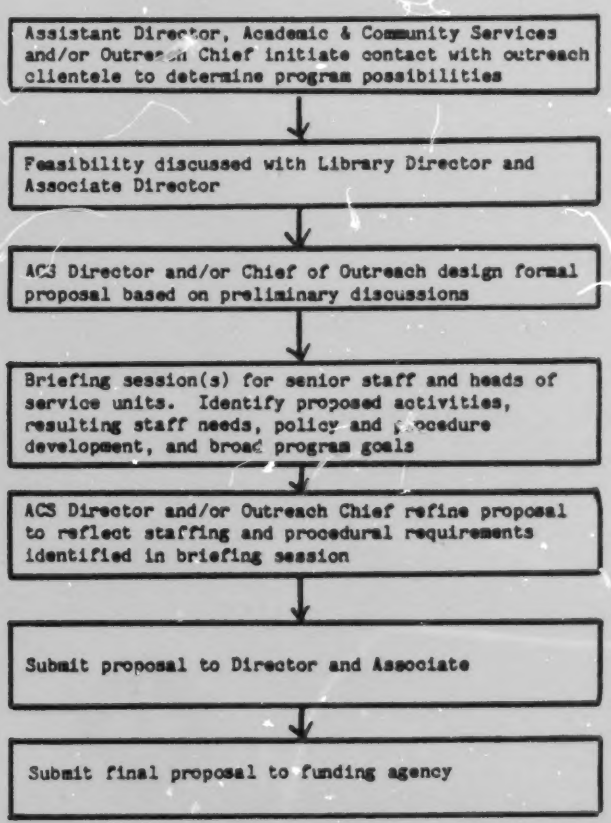
JULY 1980



While the chart depicts well-defined levels of responsibility, no artificial boundaries denote funding origin or user affiliation. The Outreach Program, then, may be viewed on two levels: administration of the programs, and implementation/service delivery.

Administration

While defining the reporting structure and broad areas of responsiblility, the Library's organization chart cannot reflect the functional realities of the decision and policy making process. The "no fly wheels" concept acknowledges the impact of each new service or activity on existing operations and dictates a policy of multi-level involvement. Planning new outreach services, therefore, is a cooperative effort by all senior level staff -- the Director, Associate Director, Assistant Directors, and Chief of Outreach Programs -- who represent operational units potentially affected by new services. Integrating outreach services into existing operations rather than creating separate units performing similar tasks for different clientele requires careful managerial planning. To assure adequate staff that is thoroughly familiar with broad program objectives as well as specific service functions, the Library employs briefing sessions as the final test of proposed program goals. The decision making sequence, then, is as follows:


Assistant Director, Academic & Community Services and/or Outreach Chief initiate contact with outreach clientele to determine program possibilities
Feasibility discussed with Library Director and Associate Director
ACS Director and/or Chief of Outreach design formal proposal based on preliminary discussions
Briefing session(s) for senior staff and heads of service units. Identify proposed activities, resulting staff needs, policy and procedure development, and broad program goals
ACS Director and/or Outreach Chief refine proposal to reflect staffing and procedural requirements identified in briefing session
Submit proposal to Director and Associate
Submit final proposal to funding agency

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Clearly, this process is simply an effective communication channel among various library units and is not in itself unique. The process grows as much out of functional realities, however, as it does out of good administrative practice aimed at effective communications: "functional reality" (implementation methodology) is the second level of the Program's governance/organizational structure.

Implementation/Service Delivery

Just as planning phases of new outreach projects are a cooperative effort, individual service segments of each project are likewise shared. Perhaps the most typical example of the integration of a complex project into existing service mechanisms is the IPO Project. Explained in greater detail in Chapter V, the Project's multiple activities have been "mainlined" into existing functions without creating a single new major or unique procedure within the unit affected.

IPO Activity	Primary Unit Responsible	Allied Functions of Primary Unit	Coord.Qual.Control Supervisory Responsibility*
1. Select Maternal/Infant Care Core Collection	Collection Development	Selection/Quality Control of Library Collection	Assoc. & Asst. Dir. ACS
2. Acquire Maternal/Infant Care Core Coll.; AV & Print Material for Perinatal Reserve Collection (PRC)	Acquisitions	Orders all Library monographic & AV materials	Assoc. & Asst. Dir. ACS Service Coordinator
3. Promo. Activities; Press Releases; Personal Presentations; Liaison w/ IPO & Allied Groups	Academic & Community Services	Public Relations Outreach Promotion	Library Director
4. Media Circulation of IPO	Media Center	Media Mgmt. Circ.: route NCME tapes; schedule reserve materials	Assoc. & Asst. Dir. Academic & Commun. Services (ACS)
5. Plan/Present Health Information Workshops	Academic & Community Services	Promote Outreach & Community Services Through Workshops, Consultations	Library Director
6. Develop Three Year Plan for Improving Health Information Access Statewide	Academic & Community Services	Plan/Coordinate Outreach Program; Document Current & Planned Goals	Library Director

*Front line supervisor is Unit Head-(Media Head, ILL Head, etc.) responsible for daily functions

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While this skeletal overview of selected IPO activities portrays the integration of outreach services into existing service structures, other Outreach Program components are also absorbed into the mainstream: the Interlibrary Loan Unit provides document delivery for the Navajo Area Indian Health Service, Physicians Outreach Program, New Mexico hospitals, clinics, and academic institutions, and Primary Care Curriculum rural preceptors and students. Reference and computer search services offered in various components of the Outreach Program are provided by Academic and Community Services within its daily service functions.

While the titles "Chief of Outreach Programs" or "Assistant Director for Academic and Community Services" may seem to indicate a functional division based on service clientele or program funding, it is clear that these labels reflect primarily a catalytic function: program implementation is a careful weaving of new services into the most closely allied established mechanism and procedures. In this way, the Library achieves maximum efficiency through use of experienced staff and proven procedures. Simultaneously, through involvement of multilevel staff in both planning and implementation, a broad based commitment to high standards and quality service is maintained, since each successful outreach program is the collective achievement of the entire staff. By sharing responsiblity and knowledge of each project's goals, the Library avoids creating isolated (and expensive) service "pockets" and builds an informed staff mutually committed and responsive to project goals.

External Relationships: Planning Advisory Groups

In its broadest sense, the Medical Center Library's Outreach Program operates independently of any external governing or advisory body, with the notable exception of the University itself. Historically, UNM has demonstrated a strong community outreach orientation, viewing itself as a provider of essential resources for its New Mexico community. The Medical Center maintains an active profile in health care planning and delivery statewide, and the Medical Center Library has recognized its obligation to provide health information to the New Mexico community.

The fundamental criteria governing the Library's Outreach Program, then, are those of the University itself: community service is a traditional obligation but an administrative challenge, since necessary funding must be acquired through the service provider's initiative. Thus, the Library's Outreach Program operates under the philosophic umbrella of the Medical Center's community outreach commitment, but relies on its own fund raising activities to support its outreach efforts.

This reality explains the absence of any single governing or advisory board guiding the development of an overall Outreach Program. Individual Program segments operating under contractual arrangements, of course, require the usual administrative and financial accountability for fulfilling contract obligations. Once the Navajo Area Indian Health Service contract in which library services are delivered on a fee-for-service basis is in effect, no administrative authorizations by NAIHS are required. By contrast, and reflecting a greater complexity and variety of

activities, the IPO alliance does require authorization from the IPO Director for certain activities. As in any contract arrangement, expenditure of all contract funds must carry IPO authorization, but IPO also makes the final decision on content of both the Perinatal Resource Collection and the Maternal and Infant Care Core Collections. The Library identifies appropriate items for IPO purchase, gathers printed reviews of selected materials, and forwards its purchase recommendations and supporting materials (reviews) to the IPO Director. The quality of the IPO collections, then, is a shared responsibility of the Library and IPO. In addition, IPO has final authority in issuing IPO borrower cards to users unaffiliated with the University. Neither policy is spelled out in the contract itself; the agreement to procure IPO authorization for materials purchases and for IPO cards came from verbal negotiations with IPO and emerged as unwritten policy. In this sense, IPO might be seen as a governing body of sorts, but in fact simply operates as any contracting agency, and then only for those activities specifically defined by the IPO/Library contract.

While The Library formulates its own Outreach Program under the general umbrella of the University's community outreach commitment, essential to the Program's evolution is the ongoing liaison with statewide professional and consumer groups (see Chapter I: History). A number of these function as unofficial advisory groups, among them, the New Mexico Medical Society and, most recently, the New Mexico Health Information Planning Group. While no administrative ties bind the Library to them, they provide valuable information on statewide health planning and delivery problems and priorities which determine funding and program development efforts.

CHAPTER III

Finance

As described in this document's introduction, the several interrelated projects that make up the Library's Outreach Program do not depend on a monolithic funding pattern, but rather on a number of income sources.

We have chosen examples from our last fiscal year to illustrate how the Medical Center Library meets its outreach program obligations. Studies of online and interlibrary loan services have identified the unit cost of specific transactions. In addition, all units within Library Operations have provided data concerning the level of effort expended on behalf of the Library's outreach activities. Statistical reports tell us that 80% of all Interlibrary Loan Unit workloads are directed to the Library's Outreach services, and that 55% of Media Service time is spent on our unaffiliated user groups throughout the State. Table I details outreach activity expenditures for FY 1980-81 in eight major categories identifying payroll figures (expressed in FTE's) and percentage distribution of the total payroll expended for outreach activities.

Table I

1980/8 Outreach Activities Expenditures

No. of Staff	Full Time	Activity	% of Outreach Payroll	Actual Salary	Supply & Materials Cost*	Total
2	.23	Program development, planning and administration	12.14%	$10,593	-----	$ 10,593
2	.50	Outreach activities, implementation, community and agency contacts, consultations	12.90%	11,253	$ 1,180	12,433
4	.93	Public/Ref/Online Services	13.84%	12,074	5,193	17,267
2	1.60	Interlibrary Loan Services	18.73%	16,340	6,171	22,511
2	1.10	Media Services	15.16%	13,222	450	13,672
6.9	1.16	Acquisitions/Serials Technical Services	13.22%	11,536	350	11,896
4	.80	Acctg/Secy Support Services	9.30%	8,110	1,250	9,360
4	.40	Circulation/Borrowing Services	4.71%	4,106	350	4,456
26.9	6.72	TOTAL	100.00%	$ 87,243	$14,944	$102,188

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Materials and supplies include only direct expenditures, such as duplicating costs, photocopying for document delivery services, connect charges for databases such as Medline, postage, and other readily identifiable expenses. The column does not reflect equipment depreciation, rent and service contracts, telephone, or general office supplies.

Income sources separated into four categories for a total of some $60,000 (Table II). Thus, external sources of income supported outreach efforts in the neighborhood of 60% in fiscal year 1980-81. The remaining 40% is an in-kind University contribution as an expression of its commitment to serve the New Mexico community. Table III summarizes total outreach expenditures and FTE employees involved in Outreach efforts. Line one in Table III shows that an FTE equivalent of 6.72 supports outreach activities; line 3 gives an indication of the wide participation among staff in these programs. Twenty-seven individuals are involved, in varying degrees of active participation.

Table II

1980/81 Outreach Programs Sources of Income*

1. Reimbursement Contracts:	
Improved Pregnancy Outcome	$ 19,907
Regional Medical Library Program (TALON)	11,408
Navajo Indian Health Service	9,331
2. Fee for Service:	
Direct billing (ILL; Document Delivery; Medline, etc)	7,450
Consultations	350
3. Cost Sharing Arrangements:	
Physicians Outreach, MCME Bicycle, etc.	3,450
4. Other Service Contracts:	9,750
	$61,646

*Excludes: Salary Fringe Benefit (17%) and Institutional Overhead Payments (40%) received

Table III

Summary

	Medical Center Library	Outreach Programs	Outreach % of Total
1. Total permanent Staff on board - FTE	34	6.72	19.8%
2. Total manpower authorized	38	6.72	17.7%
3. Number of Employees	42	27.00	64%
4. Total Payroll	$418,593	$87,244	21%
5. Outreach Expenditures	$102,188	$61,646	60%

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As a past and standing policy, the Medical Center Library will not initiate nor implement any program which cannot be safely supported, should certain funding sources evaporate. For this reason, all programs are supported on a shared funding basis and none, including those in the category of reimbursement contracts, depend solely on the income from any specific contract.

For example, should Improved Pregnancy Outcome support disappear, much of the developmental work that has gone into this program would be assumed through other cost sharing arrangements presently in force as well as through the efforts of those institutional partners which to date have not surfaced in the Library's Outreach Program fiscal profile, such as New Mexico public libraries, the New Mexico State Library, and other professional organizations supporting the Library's program objectives, including the New Mexico Medical Society, New Mexico Hospital Association, and a number of others.

While the Medical Center Library cannot point to one exclusive source of income for its outreach programs, the fact that a number of agencies contribute the necessary funds to continue these programs in itself must be interpreted as an expression of strength. The current fiscal year, which at this writing is just completing its first month of operation, will see income sources closely resembling those of the year just past. In addition, outreach programs now in the discussion stages sponsored by other university units, principally the College of Nursing and the School of Medicine, anticipate an active Library partnership with commensurate fiscal support for services.

CHAPTER IV

Cooperative Arrangements

As indicated in Chapter II, the Library's dependence on its own fund procuring efforts is basic to an understanding of its Outreach Program. Financial factors separate informal from formal alliances for the Medical Center Library. Where service delivery is concerned, there are no informal arrangements: contracts, fees for service, or membership fees create the formal alliance between the Library and the "receiving" agency or individual. However, through cooperation with various agencies, the Library receives as well as provides informal support which involves unwritten cooperative arrangements with the State's public and special libraries, the Medical Society, and the New Mexico Health Information Planning Group.

As the only major biomedical library in New Mexico, the Medical Center Library serves as backup reference resource for the New Mexico State Library and its network of public libraries, and for academic, hospital, and special libraries throughout the State. Reference service is the single exception to the fee-for-service policy. Telephone reference questions from libraries statewide to the Medical Center Library occur on an informal basis as the need arises. No formal policy governs these referrals, although public libraries normally direct inquiries first to their parent State Library which screens out questions that its own collection can answer.

Telephone reference service also is provided for individuals representing an agency--or only themselves. As in most libraries, this informal service has evolved as a result of demand rather than promotional efforts and, we expect, will remain a permanent responsibility.

New Mexico Medical Society

One early informal relationship that directly affected development of the Outreach Program was liaison with the New Mexico Medical Society. While no written agreement exists, the Medical Society has proved a powerful ally in rallying physician support for the developing outreach program. The MCL/Medical Society liaison was first established in November of 1977 by the newly appointed Library Director who sought support for a Community Services Division. (See Chapter I: History.) Having secured a philosophic commitment from the Medical Society to support outreach efforts, we have carefully planned subsequent appeals to assure that we neither wear out our welcome nor forget that physicians' own needs will largely dictate the extent of their interest in an outreach program.

In 1978, Medical Society officers agreed to ask their members for aid in building Library services for all New Mexico physicians. Because physicians' information needs were perceived as the most pressing problem to be addressed by an emerging outreach program, we asked their support for services from which they themselves would benefit.

The fund drive was launched via Medical Society channels thus providing the official stamp of the Society's support. A letter of appeal by the President of the Medical Society asked each member to contribute a minimum of $50 to help mount a Community Services Program to serve physicians statewide. A follow-up note in the Medical Society's newsletter reflected the Society's commitment to support the Library's physician outreach efforts. This first successful campaign was a forerunner to the Physicians Outreach Program, and fostered growth of a shared responsibility for creating and maintaining a viable information service based at the Medical Center Library for physicians statewide.

The liaison was reaffirmed once more in the Spring of 1979 when the Library was invited to exhibit at the New Mexico Medical Society annual meeting. Planned cooperatively by the Library's Assistant Director for Academic and Community Services and the Chairman of the Society's Continuing Medical Education Committee, the exhibit ran for three days. While "Hotline to Information" was its major theme, a large poster backdrop depicted the Library and Medical Society as partners in supporting the information and continuing medical education needs of New Mexico Physicians. Library staff demonstrated online searches, the NCME Bicycle Program, media resources, reference, library consultation, and document delivery services. "Hotline" telephone stickers, business cards, and fact sheets explaining various services were distributed.

New Mexico Health Information Planning Group

While the Library had established a firm foothold in the physician community by 1980, our contacts with health educators, public libraries, and health planners were extremely limited. Work on the IPO Contract (Fall, 1979) had opened the door to informal liaison with consumers and health educators, but no regular contact had been established. The Library's second IPO contract (see below) included partial IPO support for a Health Information Workshop intended to stimulate interaction among the medical and public library community and health educators, planners, and consumer groups. Having obtained IPO's participation, the Medical Center Library then recruited the New Mexico State Library as a third sponsor by calling a meeting of IPO and State Library personnel early in January of 1980. The State Librarian readily agreed to contribute $1,000 plus personnel time to support the effort. Various committees were formed during that meeting, including a Program Planning Committee chaired by MCL's Assistant Director for Academic and Community Services. with representatives from the State Library, IPO, public libraries, and UNM's Maternal and Infant Care Project.

As discussed further in Chapter V, the New Mexico Health Information Workshop initiated liaison among librarians and health educators and planners. It also provided momentum for creating the New Mexico Health Information Planning Group. Workshop participants charged the Program Planning Committee with expanding its membership and continuing coordinating efforts. By July 1981, the Group expanded its original membership to include two representatives from the New Mexico Health Systems Agency; two members of the New Mexico Health and Environment

Department's Bureau of Disease Prevention/Health Promotion; a community outreach educator from the UNM College of Nursing, and a representative of UNM's Health Education Program.

Meeting monthly except when scheduling conflicts arise, the Group has defined its role and expanded its own membership, exchanged information concerning member agencies' plans and priorities, and sought mechanisms to facilitate interaction between libraries and groups providing health education and planning. While progress sometimes seems slow and uncertain, the active participation and interest of agencies such as the Health Systems Agency and the Health and Environment Department is a healthy sign that the potential role of libraries is recognized at the State government level--a major achievement in itself.

Activities of the Planning Group during its initial year of existence included the following:

Health Information Workshop Evaluation: As the original Program Planning Committee, the Group completed its obligation to the Workshop effort by reviewing the formal follow-up report compiled by Medical Center Library staff. Formal recommendations for future workshops were set forth and included in the final report submitted to IPO and the New Mexico State Library as co-sponsors of the MCL-initiated venture.

Preliminary Inquiries to Voluntary Health Agencies: Early in its brief existence, inquiries by Planning Group members among local representarives of the American Heart Association, American Lung Association, and American Cancer Society, to determine potential interest in resource sharing and coordinating activities confirmed the potential support of these organizations. Recruitment of representatives from these agencies was postponed until the just-formed Health Information Planning Group could establish more clear-cut goals.

Promoting Accessibility of Health Information: As Group members became better acquainted, they soon discovered the wealth of information available among them--a resource rarely shared among agencies independent of one another. Also quickly apparent was the Group's ready-made information broadcast potential. In addition to its administrative link to public libraries, the State Library publishes "The Hitchhiker," a weekly newsletter distributed to public, hospital, academic, and special libraries statewide. The Health and Environment Department's Disease Prevention/Health Promotion Bureau also maintains regular communication with District Field Health Offices as well as other state government health agencies. The Health Systems Agency represents still another network, including a number of Community Health Education Councils throughout the state. Added to the Medical Center Library's well-established contacts among health professionals through formal and informal channels, the communication potential of the Health Information Planning Group is extremely powerful.

Early efforts to familiarize group members with each agency's potential revealed several areas where communication channels could prove of mutual benefit. The Health Systems Agency had recently developed community Health Profiles detailing specific health problems for individual communities statewide. While these had been distributed to Community Health Education Councils, they had not been sent to libraries nor were they available to the general public. The problem was not one of withholding information, but rather of cost effective distribution. Not atypical of New Mexico, no one had considered public libraries as potential health information centers. When Health Profiles were subsequently announced in the State Library's newsletter, requesting libraries statewide received copies for public use.

A partially successful planning group venture involved an attempt to continue support of the New Mexico Community Resources Directory, a major state information resource detailing health and social services agencies and groups statewide. Newly published in 1980 by the United Way of Albuquerque with funding from the Health and Environment Department, its distribution was severely limited; only Health and Environment District Field Health Offices received copies of the two volume work. Not a single library, including the State and Medical Center Libraries, was informed of this vital resource. The simple reason for this seeming oversight was an old story among strictly budgeted agencies: insufficient funds to produce multiple copies beyond those required by HED. While the Planning Group could not produce additional Directories, it could publicize the Directory's existence in District Field Health Offices to promote librarians' awareness of the resource. Again, the State Library's newsletter alerted librarians statewide who now refer appropriate inquiries to the District Field Health Offices.

Following this event, the Planning Group sent a strong letter urging continuous updating of the Resource Directory as a permanent responsibility of the Health and Environment Department. The letter further asked that the Directory be made available for purchase by libraries and other appropriate agencies statewide. The Group's HED representative reported that although the recommendation had received serious consideration in a budget planning session, the Directory would not be picked up by HED, nor had any funding been assigned to support its continuance by any other agency.

Assessing Public Libraries' Potential Cooperation

The "founding principle" of the Health Information Planning Group had been library/health agency coordination, with particular emphasis on public libraries as community based information centers. Just how much public libaries might contribute to this effort, however, was unknown. The answers to at least two questions were vital: (1) To what degree were public libraries willing to participate in health information coordination efforts? and (2) Which libraries might form a core group with which to work?

Ideally, Planning Group members would travel to a number of core libraries, establishing personal contacts with librarians interested in the Group's efforts. In reality, since hundreds of miles separate even

the largest libraries, a survey was clearly the only option for a Group whose totally voluntary membership depended on the once-a-month contribution of staff time by participating agencies.

The survey instrument was designed in several sessions of the Planning Group and distributed to 85 libraries throughout the State in May 1981. By late June 44 surveys were returned and preliminary analysis began. (See survey attached as Appendix II.) The survey sought to (1) identify libraries where interest in health information was high; (2) to determine librarians' current and anticipated success in meeting the demand for health information; and (3) identify what support was needed to improve or expand their health information services.

From the 41 respondents, the Planning Group learned that:

(1) public libraries are asked most frequently for information on the subjects of pregnancy, nutrition, diet and specific diseases;
(2) few of the respondents had health-oriented displays and public programs in the past year;
(3) services which librarians welcome are (a) regular lists of health materials to purchase, and (b) sources of pamphlet materials;
(4) their contacts with other public health agencies are very limited; and
(5) some 12 respondents rate their community's interest in health topics as high or moderately high.

The survey responses are currently being discussed by the Health Information Planning Group to aid in future planning.

Clearly, 1980/81 was a formative year for the New Mexico Health Information Planning Group, but its value as an advisory group alone has been firmly established. Its multi-agency membership has provided the Medical Center Library's Outreach Program a natural "pipeline" to the major health planning and policy making structures of state government and forged a cooperative link with the State and public libraries.

New Mexico Health Systems Agency

One outgrowth of the Health Information Planning Group was a new alliance with the state's Health Systems Agency (HSA), a federally funded agency mandated to coordinate state with federal health programs. As a newly invited Planning Group member, HSA's Associate Director was intensely interested in the potential role of libraries in supporting community health education efforts. In January 1981 the Library's Assistant Director of Academic and Community Services joined HSA's Health Promotion/Disease Prevention Committee as an invited representative of both the Health Information Planning Group and the Library's overall Outreach Program. The Committee was composed of HSA Health Education Council representatives from communities throughout the state.

The Committee's principal focus during MCL's involvement* was developing the Health Education Component of the New Mexico Health Systems Plan, a document describing proposed activities, priorities, and interractions of state and federal health agencies in New Mexico. It will serve as the State's principal health planning document for the next five years (1981-1986). After undergoing review, commentary, and appropriate revisions, this public document is forwarded to the Health and Environment Department, where selected recommendations are integrated into the Health and Environment Department's State Health Plan, which becomes official policy of the Executive Branch of State Government.

As a result of the HSA liaison, the Medical Center Library's plan for developing an audiovisual resource sharing system and coordinating improved access to information was incorporated in the Health Education component of the New Mexico Health Systems Plan in late Spring 1981. At this writing, the recommendations to be included in the State Health Plan have yet to be finalized. Whatever the outcome, the Medical Center Library's Outreach Program has taken a significant step forward to have gained a first "hearing" at the state legislative level.

*Due to federal cutbacks, the Committee dissolved in June 1981 following completion of the New Mexico Health Systems Plan.

CHAPTER V

Services

The Library views its Outreach Program as the composite result of building a service structure aimed at practicing professionals and from there expanding into the consumer health education arena. Because services to health professionals have been amply described in previous sections, this chapter will focus primarily on the Improved Pregnancy Outcome Project and the New Mexico Health Information Workshop.

It should be noted that in order to be consistent with other program descriptions, this presentation necessitates a somewhat unnatural splintering of related information. It is therefore recommended that this chapter be read in conjunction with Chapter VIII, "Promotion and Marketing," in which statewide coordinating and promotional activities are discussed. Perhaps the most valuable aspect of the library's contribution to the IPO project is the degree of public awareness it creates for IPO. The latter cannot be ignored without considerably diluting the Library's role in achieving IPO project goals.

Improved Pregnancy Outcome Project

Until Fall of 1979 the Library's primary outreach efforts had focused on providing materials and services to aid physicians, nurses and allied health personnel with their own continuing education and patient care information needs. These professionals, however, constituted a potential direct link to the consumer population in communities statewide--a fact which did not escape notice of a newly launched effort within the state's Health and Environment Department, the Improved Pregnancy Outcome Project (IPO).

IPO first contracted with the Library in September of 1979. (See Chapter I for background information.) At that time its first priority was to assemble clinical teaching teams of physician and nurse perinatal specialists to travel around the state. These teams would hold intensive teaching seminars in hospitals to train physicians and nurses in the management of high risk pregnancies. To support this effort, the Library proposed to acquire a core of teaching materials which could be assembled into compact packages to be transported by the teaching teams for use in provider and patient education programs. In addition to offering concrete support for IPO's teaching teams, the Library further proposed to ". . . establish effective communication channels with IPO personnel and rural health care providers for the purpose of planning and coordinating future development and expansion of a statewide educational program for health care providers and patients." This single statement contains the core of the Library's current Outreach Program. Having built a solid base of contacts by extending services to health care practitioners, the Library was now ready to propose a program addressing broader needs. In the language of the contract prepared by the IPO Director, the UNM Medical Center Library was "...the only major biomedical library and the only library in the state to have established statewide community outreach

programs which might serve as core contact points for a statewide health provider and consumer education program." The Library's potential for facilitating liaison at the community level was quite obviously extremely attractive to the IPO Project.

Equally important for the project's long-term goals was the prospect of a statewide linkage system for improving access to health information that would extend IPO's five-year duration: "health information" includes pregnancy information, and IPO was quick to perceive the long term benefits of the Library's plans.

First Contract

The first contract with IPO covered September 15, 1979 through December 30, 1979. (See Chapter I for explanation.) With such little time available, the Library turned its major efforts to building a core of materials to support IPO teaching efforts. Since IPO's plans called for teaching of small groups, audiovisual materials were the primary focus of these efforts. Library staff compiled lists of materials dealing with management of high risk pregnancies, gathered reviews of materials, and ordered programs available for preview. (See Chapter VII, "Information Collection," for details on selection procedures.) This start-up effort carried a $19,140 budget for the 3 month period: a sum that tripled in the second IPO contract.

No one was as yet aware, in this first short contract period, that IPO's professional education projects would be delayed until 1981. Since the developing Perinatal Resource Collection was at that time (Fall 1979) perceived as the contents of transportable educational packages, a parallel need for transportable audiovisual hardware also demanded attention. In addition to acquiring software programs and a few selected printed materials, the library collected information on the durability and service record of A-V hardware and purchased slide and film projectors, a videoplayer and TV monitor, an audiocassette player, and an overhead projector.

When the contract period ended on December 30 the Library had acquired $10,000 worth of materials on high risk pregnancies: materials intended chiefly for viewing by professional audiences. During its three- month association with IPO, Library staff had initiated contacts among a new group of potential users through participation in IPO's Educational Subcommittee. This committee was a loosely organized group of individuals working with agencies whose concerns were closely allied to IPO goals. It became increasingly apparent that IPO and its growing cadre of allied groups had turned their attention to consumer education as the primary focus for preventing problem pregnancies. For the first time, the Library was clearly caught up in a consumer education effort, and the second IPO contract would reflect a new focus.

Second Contract

The "Description of Contract Services" contained in the second Medical Center Library/IPO contract extending March 1, 1980 through September 30, 1980 summarized the Library's IPO commitment:

"The Medical Center Library will provide the educational and information services support base for all committees and agencies of the IPO and provide linkage to community-based groups and agencies not already allied with the project. The end goal will be to develop a detailed plan for the establishment of an on-going health information network to support the continuing education needs of providers, and the health education needs of consumers in the areas of pregnancy outcome."

"To coordinate initial education efforts planned by various IPO allied groups, the Library will, in consultation with these groups as well as independently, identify and acquire appropriate materials, publicize their availability and maintain a current inventory of such materials whether they be purchased and housed by the Library or by other IPO participants."

"To assure reinforcement and continuity of IPO's education thrust at the community level, the Library will provide training for public librarians as a first step in melding a health information network to be expanded in project years three through five. This contract covers the remaining months of IPO's year two, provides for the creation of an educational support base of materials and services for all IPO allied projects and personnel, and for the development of a detailed plan for a statewide health information network to be implemented in years three through five."

Exact wording of the contract is presented here to illustrate the intermingling of short and long term goals. Continued development, promotion and dissemination of the Perinatal Resource Collection would support IPO's immediate health professional and consumer education goals, while coordinating health information would address the long term goal of improving access to information statewide. The intensive effort required to expand both the Resource Collection and promotional and coordinating activities was reflected in the contract's budget of nearly $65,000.

Perinatal Resource Collection

A solid core of materials to support professional education efforts had already been acquired: it was now time to address consumer health education and to begin publicizing availability of the Perinatal Resource collection to both audiences. Materials originally purchased as mobile teaching packages were now regarded by IPO as the core of a Perinatal Resource Collection to be made available to agencies and groups statewide to facilitate pregnancy-related educational progams. As the Perinatal Resource Collection expanded to include materials suitable for lay audiences, efforts to advertise the collection escalated (see Chapter VIII: Promotion and Marketing), and as the Library broadened its base of contacts, the task of securing reviewers for potential resource collection purchases was simplified. Personnel from such agencies as the New Futures School (a high school for pregnant teenagers), Parentcraft, Planned

Parenthood and similar agencies were happy to recommend and review audiovisual materials which would ultimately be available to their own programs. By September 1980, the Perinatal Resource Collection boasted over 100 films, slide/tape programs, videotapes and audiotapes, as well as some 50 books. The Library maintained a complete inventory record arranged by subject and distributed the list among a wide variety of professional and consumer groups (see Chapter VIII). The second IPO contract charge to "...provide training for public librarians" served as the vehicle to bring together for the first time administrators from IPO, the New Mexico State Library and the Medical Center Library.

Health Information Workshop

That a workshop emerged from the MCL/IPO alliance was no accident; Library staff had long recognized the need for a "launching pad" to broadcast its efforts, but lacked funds to support a workshop intended for statewide participation. Partial funding for the venture had purposely been included in the IPO contract proposal, and informal inquiries to the New Mexico State Librarian had revealed an active interest. As administrator of a network of public and community libraries as well as a bookmobile program reaching underserved counties, the State Library was in a unique position to supplement the grassroots contact a cooperative effort would require.

In January 1980, representatives of the three agencies agreed on the need for librarians and health educators to become familiar with library-based cooperative programs in successful operation elsewhere, and practical methods for implementing such programs locally. A workshop designed to attract a geographically wide group of participants--chiefly librarians--was chosen as a practical means to introduce the concept of a cooperative effort aimed at improving access to health information for New Mexico citizens. The three agencies would sponsor the event, with each contributing funds and personnel to the overall effort. The Program Planning Committee consisted of representatives from each agency, plus public librarians from Gallup and Socorro, and a health educator from UNM's Maternal and Infant Care Project.

Program Content and Presenters

The Program Planning Committee viewed the workshop as a start-up effort designed to create interest in health information dissemination, provide practical information for public librarians and other interested individuals, and provide a uniquely "New Mexican" perspective wherever possible. Speakers representing a wide range of professions and localities were selected to achieve these aims. Summarized below is the final program with notes indicating session content and speakers' affiliation and qualifications.

Role of the Library in Health Information Services. An introductory session describing successful library-based programs providing health information services elsewhere. Presenters included a representative of the American Hospital Association's Health Education Project, Los Angeles' CHIPS (Consumer Health Information Program and Services), and a speaker from Cambridge, Massachusetts' CHIN (Community Health Information Network).

Health Issues and Concerns in New Mexico. Providing a transition from the national scene, this session focused on "bringing home" health problems and information needs unique to the State. Speakers: Director, NM Health Resources Registry; IPO's Assistant Director, and an administrator from the NM State Health Planning and Development Bureau.

Consumer Core Collections. A practical session for librarians in how to select materials of high quality, reasonable cost, and appropriate audience level. Speakers: Perinatal Education Specialist from UNM; Health Information Librarian from Tulsa,Oklahoma City-County Library; CHIPS representative.

Sources of Referral and Backup. This session provided a sampling of sources and individuals to whom a question might be referred by a public librarian. Speakers: State Library and MCL representatives, District Health Office Health Educator, Tulsa Health Information Librarian, Director of the NM Poison, Drug Information and Medical Crisis Center.

Consumers' Right to Health Information. Profit-motivated "commercial" health information, information distribution "malpractice," and consumer views were discussed in this controversial session. Speakers: a family practitioner, a physician/lawyer, a consumer advocate from the Statewide Health Coordinating Council, and a CHIN representative.

Dinner Speaker. The Director of Continuing Education at a local hospital addressed the issue of "How a Physician Thinks," stimulating more than an hour's lively discussion on the physicians' multiple roles.

Workshop attendance exceeded sponsors' expectations, with 73 participants representing 17 communities statewide. Diverse professional affiliations included public, medical, community, school and hospital librarians; field health office educators; school and public health nurses; and a private industry health educator. An estimated 683,200 New Mexico citizens are served by agencies represented at the workshop.

Outcome: Participants' Recommendations

Librarians and non-librarians alike welcomed the idea of creating support for consumer health education efforts at the local level, and contributed substantially to discussions of potential mechanisms and avenues of cooperation which might be implemented in New Mexico. In a "wrap-up" session, participants reviewed suggestions raised in individual panel sessions and identified priority tasks to follow the workshop:

1. Form a statewide body of librarians, health planners and educators, and others interested in exploring methods for implementing a cooperative effort to improve health information access for New Mexico citizens, and

2. Identify steps necessary to establish core collections of health information materials in public libraries for use by consumers and those engaged in health education.

Responding to these recommendations, the workshop's Program Planning Committee became the core of a New Mexico Health Information Planning Group (see Chapter IV).

Workshop Evaluation

Two evaluation sheets were distributed to workshop participants: 1) a "general" form designed to assess workshop content, format, scheduling, and overall effectiveness, and 2) a questionnaire specifically designed to assess workshop impact on librarians as it might affect their future plans. The general evaluation disclosed a high level of satisfaction with all program sessions; "Consumer Core Collections" claimed the most frequent response in the "highly valuable" category. Second most valued session was "Sources of Referral and Backup," while "Health Issues and Concerns in New Mexico" ranked a close third. In general, evaluation revealed a strong interest in practical "how to" information useful for implementing programs within the work situation. The focus on practical information confirmed the Planning Committee's impression that, while participants were eager to meet health information needs before attending the workshop, their enthusiasm increased following the workshop sessions.

This conclusion was strengthened by results of the questionnaire directed to librarians which indicated a clear intent to act on information gained through their workshop participation. Every respondent planned to share the information with library staff not in attendance, and nearly all intended to contact their local hospitals to propose cooperative liaison. In addition, librarians hoped to focus on health information materials both present and lacking in their collections.

By July 1980 the Library had successfully met the major requirements of the second IPO contract: the Perinatal Resource Collection (PRC) was becoming widely known with over 100 PRC programs borrowed during the first six months of the collection's existence. The Health Information Workshop had begun the collaborative process between librarians and health educators, and, as an outgrowth of the workshop, the New Mexico Health Information Planning Group had been formed. A final requirement of the IPO contract was to formulate a more concrete plan for implementing a statewide effort aimed at improving access to health information.

Three Year Plan/Third IPO Contract

As library staff began to construct the outlines of a long term plan, a fortunate encounter with the State Library's bookmobile librarians added a new dimension to already established priorities. At a meeting of MCL staff and bookmobile librarians in August of 1980, the concept of maternal and infant care core collections was born (see Chapter I) and following consultation with IPO, subsequently incorporated into the Three Year Plan.

Following, in condensed form, is Year One of the Three Year Plan approved by IPO which has guided the Library's Outreach Program during 1981/82 and which reflects the third IPO/MCL contract of October 1980 through

September 1981. Goals and Objectives are presented in this chapter to provide the long range context the Plan actually addresses. The second and third year activities, however, are presented in Chapter X, "Future Plans."

Goal

To develop a support base for statewide community-based health education and improve accessibility of health information for citizens of New Mexico, by creating linkage between libraries and state agencies and community groups.

Objectives

1. Develop professional expertise of public librarians in the area of health information support services and increase librarian participation in community-based health promotion planning activities.

2. Establish visible and measurable information resources on infant and maternal health in bookmobiles and selected community or public libraries, monitor use of materials through monthly contact with collection sites, and devise mechanisms to assure continuous updating of these materials in terms of community needs and recent developments in health care and promotion.

3. Increase communication and coordination among librarians, health educators and planners, and consumer groups.

4. Promote and accelerate use of the IPO Perinatal Resource Collection.

5. Establish basis for multisource funding for continuation and expansion of a health information access system.

6. Identify appropriate and effective governance structure to administer and coordinate continuance of the system.

Year One Activities (asterisked items indicate activities supported by the Third IPO contract of 10/80 through 9/81).

*1. Conduct regional workshop for public librarians to facilitate interaction with community-based health educators and health agencies; stimulate interest in health information and methods for gaining community visibility and support for library-based health information activities.

*2. Place 15 infant and maternal health core collection in bookmobiles, public libraries, and the State Library's Books-by-Mail Service; begin field test to evaluate use of materials and identify high-use items.

*3. Continue development and dissemination of the IPO Perinatal Resource Collection; maintain current inventory of the collections, and promote statewide use of the collection through aggressive publicity efforts and coordination with appropriate agencies and groups.

4. Coordinate activities of the New Mexico Health Information Planning Group and promote expansion of the group in the direction of increased community participation.

*5. Submit a final report of year one activities, including a statistical report on use of the Perinatal Resource Collection, number of registered IPO borrowers, and similar data reflecting progress in statewide coordinating efforts. This information will be recorded in anticipation of compiling "Needs" and "Progress-to-date" statements to aid in securing legislative or other continuation funding support.

Programs to Date

Workshop: Planning a second health information workshop was closely allied to earlier New Mexico Health Information Planning Group efforts (see Chapter IV, "Cooperative Arrangements"); their public library survey provided logistic as well as content guidance. Logistically, strong interest in health information was revealed among libraries in the northwest corner of the state; a one day non-weekend 10:00-4:00 workshop format was the most desirable for librarians who must travel up to 150 miles but cannot afford overnight expenses; Fall was the most covenient time for public libraries. Accordingly, the workshop was scheduled for Fall 1981 at times indicated by the survey.

Workshop content also will reflect survey results. Nutrition and drug/alcohol abuse emerged as topics most frequently encountered, and aid in selecting materials and identifying community referral sources was the most frequently expressed information need. Sponsored jointly by IPO and the Medical Center Library, the workshop program is reflected in the schedule below:

PROGRAM

FRIDAY, SEPTEMBER 11, 1981

9:00-9:30 a.m.	Registration; display and viewing areas open. Coffee and rolls are available.
9:30-9:45 a.m.	Introduction of speakers, participants, and sponsors. Description of their roles in health information.
9:45-10:15 a.m.	Nutrition Facts and Fads. Nutrition theories you can trust. How to locate reliable information.
10:15-10:30 a.m.	Break. Coffee and rolls provided.
10:30-11:00 a.m.	Drug and Alcohol Abuse Information. One of New Mexico's major public health problems, this topic has relevance to all concerned with health information.
11:00-11:45 a.m.	Psychological Characteristics of Health Information Seekers. By recognizing needs and concerns of the consumer, the information giver can better aid in the search for information.
11:45-12:15 p.m.	Community Contacts and Liaisons Can Make A Difference. The sum of agency and individual efforts in a community can equal more than each one doing his own thing.
12:15-1:30 p.m.	LUNCH at CHANTRA RESTAURANT. Please indicate menu preference on registration form below.
1:30-2:00 p.m.	Where To Go For Help. Many organizations in the state are available when you need additional information.
2:00-2:15 p.m.	Plans for the Future - Statewide.
2:15-4:00 p.m.	Group Planning for Community Action. All participants divide into groups by town or area, to brainstorm and then to plan realistic one-year health information programs.

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Maternal and Infant Care Core Collections

Having secured IPO approval to place core collections of pregnancy-related materials in selected public libraries, bookmobiles and Books-By-Mail Service (see Chapter I), Library staff developed a review list of over 100 titles. Following IPO review, some 40 titles and sufficient copies to build 15 sets were ordered in the Fall of 1980 at a total cost to IPO of $6911.

Eight libraries located in different regions of the State, all of whom owned OCLC terminals, were selected as participants in the program. The Medical Center Library then prepared a fact sheet explaining the alliance, a brief questionnaire to ascertain interest and willingness to keep brief records, and a list of core collection titles. Those libraries ultimately selected to participate in the project are as follows.

Alamogordo Public Library
920 Oregon Ave.
Alamogordo, New Mexico 88310

Clovis-Carver Public Library
4th and Mitchell Sts.
Clovis, New Mexico 88101

Gallup Public Library
115 W. Hill Ave.
Gallup, New Mexico 87301

Hobbs Public Library
509 N. Shipp
Hobbs, New Mexico 88240

Carnegie Public Library
500 National Ave.
Las Vegas, New Mexico 87701

Arthur Johnson Memorial Library
244 Cook Ave.
Raton, New Mexico 87740

Roswell Public Library
301 N. Pennsylvania Ave.
Roswell, New Mexico 88201

Socorro Public Library
401 Park St.
Socorro, New Mexico 87801

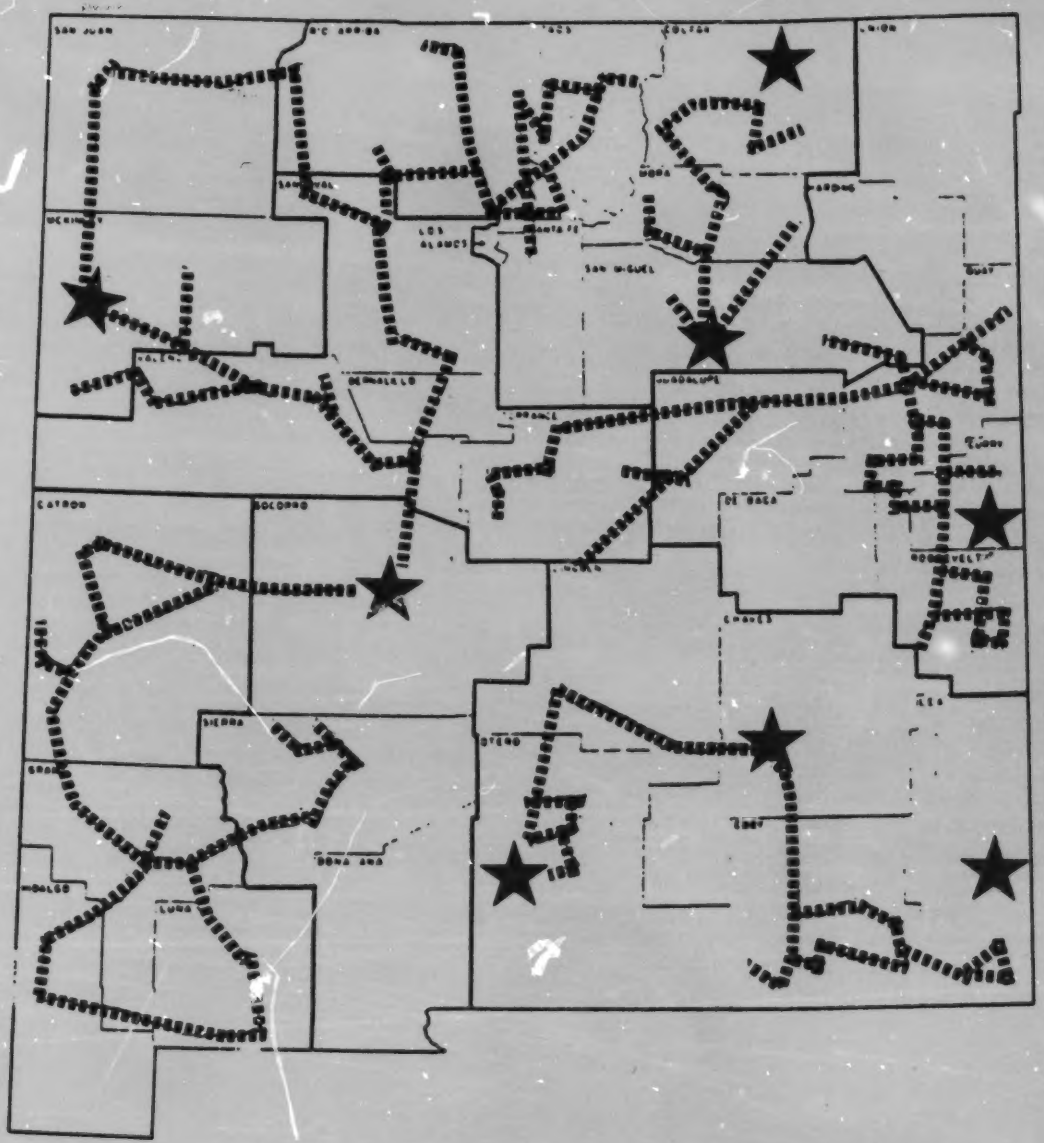
Six bookmobiles and Books-By-Mail service bring library materials to regions otherwise lacking public libraries; it is perhaps even more important that the special core collections will now be available in these remote locations. The regional coverage achieved by placement of the core collections in traveling bookmobiles as well as community-based public libraries is illustrated on the next page.

Promotional efforts designed to stimulate public awareness of the maternal and infant care core collections are discussed in Chapter VIII, "Promotion and Marketing."

Perinatal Resource Collection Promotion and Dissemination

By the time of the Library's third IPO contract, emphasis on building the Perinatal Resource Collection had taken a backseat to promoting its use. Strategically, it was now time to demonstrate the Library's ability to achieve significant community impact--and the "community" was exactly where IPO hoped to see its Perinatal Resource Collection used. A service of primary importance to IPO, promotion of the collection took varied forms (see Chapter VIII). A six month study of collection use following

MATERNAL AND INFANT CARE
CORE COLLECTIONS



▪▪▪▪▪ In six Bookmobiles

★ In eight Public Libraries

Books-By-Mail serves the entire State

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the heaviest promotional effort, however, revealed an "impact" exceeding even the Library's expectations. From October 1980 through March 1981 over 10,000 citizens in communities throughout the state viewed materials from the Perinatal Resource Collection, and by July the number was well in excess of 13,000.

As in other portions of the Outreach Program, the Library employed existing service mechanisms to achieve IPO materials distribution. The only requirement for prospective borrowers of materials from the Perinatal Resource Collection is that an IPO Borrowers Card be obtained. Mass distribution of card application forms had formed an essential component of promotional efforts and 270 cards were issued to health educators, providers, and consumer group representatives statewide during the third contract period (excluding August and September of 1981). Several borrowing "routes" are offered to facilitate access to the Collection. Requests may be submitted through interlibrary loan from any library in the state, or borrowers may call the Media Center to reserve materials for scheduled programs. Materials are then sent via United Parcel Service (all postal charges are paid by the IPO Contract). In addition, local IPO borrowers may obtain items from the Collection in person. The Media Center, mainstreaming scheduling of IPO materials use into similar daily activities, has comfortably achieved a smoothly operating distribution system for IPO's Perinatal Resource Collection. Additional manpower provided by the IPO Contract assures adequate staffing to meet the increased workload generated by growing statewide demand for IPO materials.

Inherent in the third IPO contract was continuation of coordinating efforts to improve access to health information statewide. Even before the IPO alliance the Library had built a broad base of contacts among the public as well as among health professionals. The Community Services Librarian had visited numerous hospitals and clinics as a professional consultant and maintained frequent contact with these institutions as well as with other sites; reference personnel regularly conducted tours and instructional sessions for local and visiting high school classes; and an informal agreement with Albuquerque Public Libraries and the New Mexico State Library identified the Medical Center Library as backup resource for health-related information requests.

These services, coupled with document delivery, interlibrary loan, computerized literature search, and reference services rendered to hospitals, clinics, the Navajo Area Indian Health Service, the Primary Care Curriculum, and members of the Physicians Outreach Program, had created contacts critical to any coordinating effort.

While traditional information services were neither new nor unique to the Outreach Program, the cost sharing which supported each service created a healthy precedent on which to build an expanded program with multi-source funding. Perhaps most representative of this mechanism is a program which, although not a consumer-oriented service, illustrates the concept of true cost-sharing.

NCME Bicycle Program

As described in Chapter I, mandatory relicensure requirements for physicians posed serious problems for New Mexico's rural physicians. While no program could totally eliminate the need for travel to far-off conferences to fulfill continuing medical education requirements, community hospitals felt obliged to provide on-site opportunities. The Network for Continuing Medical Education (NCME) offered physicians a series of accredited videotapes with accompanying post tests to be completed and returned to NCME for evaluation and confirmation of credit. Yearly subscription to the service was $1630, a prohibitive sum for small rural hospitals.

In January 1978 the Medical Center Library proposed a cost-sharing plan whereby a single subscription might be absorbed among several hospitals. Routing videotapes around the state via United Parcel Service gave birth to the whimisical title NCME Bicycle Program, reflecting the concept of "bicycling" tapes from site to site.

The Library's Media Center receives an NCME videotape program twice a month. The Library makes a copy of the tape, retains the original, and sends the copy along its prearranged route. While copying such material normally violates the Copyright Law, the Library negotiated an agreement with NCME to allow this arrangement as protection against loss or damage. The original is kept exclusively for replacement and cannot be used for any other purpose. After the copy is returned to the Library, it is erased and the original is maintained as the collective property of institutions participating in the NCME Bicycle Program. The tape can subsequently be borrowed only by those institutions. With participating hospitals sharing the subscription cost, and the Library supporting administrative costs of scheduling, routing, and providing liaison with the New York-based NCME, this cost-sharing program has proved both economical and successful for all concerned.

The extent of services described in this chapter, plus work of the New Mexico Health Information Planning Group (see Chapter IV) denotes significant progress in coordinating access to health information statewide. Furthermore, these activities directly addressed the first four goals of the Three Year Plan and established the credibility base required for the Library to focus on the last two goals: 1) establish multi-source funding, and 2) develop a governance structure to administer continued coordinating efforts. The first step was to include major recommendations of the Three Year Plan in the New Mexico Health Systems Agency's Health Systems Plan (see Chapter IV). Should these recommendations receive funding from the State Legislature, goals 5 and 6 will have been realized, since multi-source funding will provide an identifiable core of representatives to serve as a governance structure.

CHAPTER VI

Population Served

Background

New Mexico, the nation's fifth largest state with 121,666 square miles ranks only 37th in population (1,299,968), and is thus one of the most sparsely settled of all the United States. New Mexico also is economically depressed; it faces severe health problems and equally difficult health care delivery troubles. Due in part to its size and meagre economy* as well as to its three-dimensional culture (Hispanic, Indian, Anglo), health problems range from an enormous alcoholism rate, particularly among Native Americans, to lung disease and respiratory disorders among its uranium miners--from a high rate of teenage pregnancy to an unusally large number of traffic accidents. Efforts to address the many health problems of our people involve not only workers in local hospitals and clinics, but schools, community groups, health educators and, equally important, the State's health information services, chiefly the UNM Medical Center Library, with its outreach programs and resources. The importance of developing a coordinated system to support the work of health providers and educators, as well as the needs of individual citizens, becomes starkly apparent from a brief overview of the State's leading health problems, many of them directly related to behavioral issues. New Mexico claims the highest motor vehicle mortality rate of any State in the nation--more than double the national average; 50 per cent are alcohol related. The percentage of suicides is 80 per cent greater than nationally; homicides are 73 per cent higher; and death due to alcoholism (exclusive of alcoholic cirrhosis) is 750 per cent greater than the national average (1977 New Mexico Selected Health Statistics--Annual Report of Health and Environment Department, State of New Mexico). New Mexico's infant mortality rate also exceeds the national average, and among its Native American and Black populations the infant death rate far surpasses that of the State's remaining populations. New Mexico's health problems--and hence its health education and health care problems--are varied and complex, and must be viewed against the backdrop of the State itself.

The justification for a health information and education plan in New Mexico rests partly on the conviction that these services will reduce overall health problems and the need for medical services and, thus, ultimately will help contain health care costs. Health education services, however, should be designed to insure active participation of the learner, since overwhelming evidence indicates that the quality of change in behavior is proportional to the degree to which the learner participates actively rather than passively.

For this reason, the Medical Center Library has refrained from launching health information efforts without also insuring that an active

*The 1980 Per Capita Average Personal Income for New Mexicans is $7,956. The National average is $9,458.

educational process can take place with the help of an intermediary, whether that intermediary be a physician, a school nurse, a midwife, a health educator or a school librarian. In effect, health education and information services must be linked in such a way that the learner plays an active part in a process that must respect the differences in New Mexico's multicultural population, and which should be organized in ways responding to unique variations in lifestyle, social and physical environments, languages, and values.

A basic problem among New Mexico's isolated rural population is lack of a knowledge base and of decision making skills about how to stay fit, how to care for illness when it arises, and how to adhere to "wellness" values as so drastically illustrated in New Mexico's statistical health profile. Most traditional library-based consumer health information services reach only those segments of the general population already motivated to either change or improve their health habits, who know how and where to go for health information materials, and who in general come from a relatively stable environment where information seeking skills exist. In New Mexico, mere information dispensing is insufficient to generate behavioral changes. Should the Medical Center Library launch traditional consumer health information services, which have proliferated so widely throughout the United States during the past decade, little would be gained in light of what we know about this State. For the above stated reasons, the Library does not stress direct consumer contact and service, but strives to support health promotion and disease prevention efforts in New Mexico by enhancing the resources and skills of those directly responsible for consumer health education efforts. The Library's Outreach Program, then, while ultimately directed toward the consumer and his/her needs, has its focus primarily on health education services and those most competent to deal with a particular health education problem.

Through its Outreach Program, the Medical Center Library now has service contacts in all but one of the State's 33 counties. The remaining county represents less than 1 per cent of the State's population. The potential to become a major force in the State's health education efforts is, therefore, well established. Established contacts, numerous as well as varied, lend flexibility and versatility to future expansion efforts. Because IPO's focus is so far reaching--i.e. inclusive of nutrition, alcohol, drug abuse, parenting issues and the like--it has fostered development of these multi-representational contacts. Prior to the IPO liaison, schools, churches, extension agencies, and consumer groups were not among the Medical Center Library's outreach clientele. With this newly added dimension, however, the composite profile of outreach contacts represents a well-balanced blend of health providers, consumers, and educators statewide. There can be little doubt that this far-reaching outreach mechanism will prove attractive to future projects, thus enhancing the Library's funding potential.

Target Populations

A specific target population for the Outreach Program is difficult to define since its various components address different populations with unique needs. As described early in this document, the role of health educators and health providers as an agent between information and the

public is crucial in New Mexico: material designed for consumers are lent most often to professionals operating as middlemen. In essence, our target is a shifting one; the IPO project may serve a professional in his/her capacity as a practitioner or as an educator/information provider. While the document delivery mechanism supports primarily the professional needs of providers, the Library has capitalized on that mechanism to deliver materials intended for the consumer.

In describing a target population, then, we are confronted with the choice of making either a sweeping generalization--"We serve the State of New Mexico"--or defining certain segments of the population most obviously addressed by the Outreach Program. While the latter has been chosen, we find that such segmenting of the population presents a somewhat strained and artificial profile. This should be borne in mind in reviewing the following information.

New Mexico Health Professionals

The total Outreach Program addresses the information needs of health professionals both as practitioners and as intermediaries. Since all New Mexico health professionals are eligible to receive services from the Medical Center Library through one or more of its outreach programs, the "population served" in this sense is truly the entire health professional population of the state. Crudely defined, that population may be represented as follows:*

Total nonfederal physicians:	1719	(physician figures
Total nonfederal DO's**	95	exclude military,
Total Rns, LPNs,Nurse-Midwives,		PHS, IHS, NCHS, and
Nurse Practitioners:	9185	VA hospital)
Total Pharmacists:	573	
Total Dentists	500	
Total Optometrists	100	
Total Podiatrists	41	
Total Physicians Assistants	66	
Total Physical Therapists	115	
Total Occupational Therpists	103	
Total Speech Therapists	98	
Total Dental Hygenists	261	
Total Emergency Medical Technicians	2910	
	15,766	

In addition, a recent survey by the Association for the Advancement of Health Education reported 111 (one hundred eleven) health educators in New Mexico, not counting school health educators for which figures are not available. The heaviest demand for Medical Center Library information

*New Mexico Statistical Summary: Health Resources Registry, 1979.

** Doctors of Osteopathy

services is generated by physicians, nurses, pharmacists, and dentists. This group, it is estimated, accounts for more than 90% of the Library's unaffiliated health professional user group.

Since 1968, when MCL first served the state's hospitals and clinics as a Resource Library through the Regional Medical Library Program, thousands of health professionals have received services from the Medical Center Library. In FY 1980/1981 alone, over 10,000 interlibrary loan requests and 1520 computer search requests were processed by the Medical Center Library for health professionals statewide. The volume of materials lent to New Mexico users by the Medical Center Library in 1979/80 constituted 98% of the total lending volume of all the State's public libraries combined:

	1979*
Total ILL's Loaned by All Public Libraries in New Mexico:	4,683
Total Ill's Loaned to New Mexico by MCL:	4,593

Improved Pregnancy Outcome Project

Federal funding for the IPO Project came as a result of the New Mexico's high infant mortality rate. The New Mexico Health Systems Agency reported in its Health System Plan 1979-1980 that "In 1976 in New Mexico, low birth weight infants accounted for 8.6% of all infants born as compared with a national average of 7.4%". The same report states that "25% of the children age 1-5 years participating in the WIC Program in New Mexico are designated as stunted..." New Mexico qualified for the receipt of Improved Pregnancy Outcome (IPO) funds due to its high rate of infant mortality. As a result, a high priority for IPO is to accelerate preventative measures: consumer health education and continuing medical education in perinatology for health professionals are at the top of the list. Broadly viewed, all health professionals in New Mexico, as reflected above, are "targets" for dissemination of the Perinatal Resource Collection and allied promotional efforts. The consumer population may be narrowly defined as females between the ages of fifteen and forty-four (child bearing years: Ages 10-14 are excluded because the fertility rates for this age group compares favorably to the national rate according to the "Study of Adolescent Pregnancy Outcomes" prepared by IPO Project staff in the New Mexico Health and Environment Department, February, 1980). While the 15 - 44 breakdown is presented below, it should be viewed as only a crude representation of the actual consumer population the IPO project addresses. Fathers, grandparents, and even young children have also figured in known health education programs for which the Perinatal Resource Collection and public library core collections have been used.

*1980/81 lending volume data for public libraries not available.

New Mexico Female Population Age 15-44*

Age	Estimated 1980 Female Population
15 to 19 years	65,000
20 to 24 years	64,000
25 to 29 years	57,900
30 to 34 years	51,400
35 to 39 years	41,200
40 to 44 years	34,500

*Total 15-44 Female Population = 314,000
Estimated Total Population: 1,266,600
15-44 Female Population = 25%

To arrive at an estimated IPO target population served by the Library's Outreach Program, we have compared the total known audience reported to have viewed materials from the Perinatal Resource Collection (PRC) to the estimated target population:

Estimated Target Population:	314,000	(Females, age 15-44)
Known PRC Audience:	13,737	(Sept. 1980-July 1981)
% Target Population Served:	5.1%	

This estimate is extremely conservative, since only eleven months' showings are selected, and then only for those programs for which the intermediary completed the evaluation form requiring information on audience size. Also, in terms of Perinatal Resource Collection promotion, the eleven months for which data is available was a start-up period: promotional efforts began in Fall 1980 and the effects are steadily building.

It should also be noted that this data reflects only use of the audiovisual collection housed at the Medical Center Library and distributed statewide. Other aspects of the Library's IPO involvement cannot, as yet, be expressed in terms of a "targeted" or "served" population. In November 1981 the six bookmobiles, five public libraries, and Books-By-Mail Service will submit a six month report on use of the Maternal and Infant Care Core collections. At the same time, another group of community sites will be selected to receive similar core collections (negotiations with IPO currently are underway; final approval is pending).

Summary: The Broader Picture

In essence, the target population of the Medical Center Library's Outreach Program is any citizen--health professional or consumer--and any health care institution in New Mexico. To achieve a more meaningful profile of the population directly served by the Outreach Programs, we have isolated IPO as the most clearly consumer-oriented portion of the program. To move from the IPO "microcosm" to the broader outreach picture, however, the grid presented in Appendix III portrays the known county-by-county impact of Outreach Program segment. Having established service contacts in every county except one, the Outreach Program is experiencing a snowballing effect which seems to indicate an accelerated growth rate for the near future.

CHAPTER VII

Information Collection

Evaluation and Selection of Health Materials

With the exception of the IPO project, the Library does not buy special materials to support its Outreach Program. Extending traditional services to health care providers reflects the concept of making the collection of the Medical Center Library accessible to a statewide clientele rather than developing a special core of materials for outreach use. As a medical library, the Library already acquires the materials required by health professionals in their varied roles as health care providers, planners, and educators. As a service unit of UNM's Medical Center, however, the Library must also remain responsive to the needs of the public served by clinical components of the Medical Center. For this reason, the Library supplements its general collection with materials which support the patient education/information needs of the Medical Center's hospitals, Cancer Research and Treatment Center, Family Practice Center and other clinical services. A small consumer Reference Collection and a Pamphlet Collection representing nearly 2,000 pamphlets meet these needs. In addition, the general collection includes popular lay material to meet both the Library's public demand and the health professional's need for familiarity with the information the public is receiving. Library materials for the lay collections are identified and selected in a variety of ways. As a U.S. government documents depository for health related materials, the Library receives a copy of the publications produced by the health agencies of the federal government and published by the Government Printing Office. Those that address the needs of the clinical programs of the medical center are selected for incorporation into the collection. These publications include a wide variety of pamphlets designed to inform and educate the lay public on a range of health matters from basic hygiene and the health risks of smoking, to special diets for cancer patients undergoing chemotherapy. The depository program therefore is a primary source of accurate and current information on a full range of health related issues for professional and lay publics alike. Publications from the private sector of the health establishment are also selected for acquisition. The publications catalogs of such organizations as the American Cancer Society and the American Heart Association and others concerned with specific disease entities are examined for appropriate additions to the collection. Books selected for the general popular works collection are identified by examination of book reviews published in various journals and newsletters and as with pamphlets selections, are made on the basis of relevancy to medical center programs, audience level and whether the work responds to inquiries received by the reference staff. Books chosen for The Consumer Reference Collection are those that give concise factual information, with perhaps additional sources of information noted, that can be easily read or photocopied in the Library. Long treatises on esoteric subjects are not included in this collection. Because of budget limitations and the service philosophy of the Library, only single copies of books and pamphlets are acquired.

At present, the only materials specifically acquired for outreach purposes are those in IPO's Perinatal Resource Collection and the Maternal and Infant Care Core collections distributed to public libraries and bookmobiles.

Evaluation of potential media purchases for the Perinatal Resource Collection takes two forms. The preferred method is preview and evaluation by health educators, health practitioners, librarians, or other personnel appropriate to the particular topic in question (a panel of teenagers has been used to critique films on teenage pregnancy, contraception and sexuality). As many reviewers as possible are recruited to assess the quality and general appropriateness of materials considered for the Perinatal Research Collection. Each reviewer records his commentary on an "IPO Media Evaluation Form" developed by Library staff for this project. (See Appendix IV).

Unfortunately, distributors of audiovisual materials do not always offer a preview option. When specific purchases are recommended by IPO or IPO allied groups and no preview option is available, library staff search out reviews of the material (or at least descriptive flyers) and attempt to locate someone among our varied contacts who has actually seen the material. As with all potential purchases, the need for the subject matter covered is considered: does the PRC already contain similar material? Is more needed? Is the audience level appropriate? For both previewed and non-previewed materials, the collective recommendation of library staff and other contacts is then forwarded to the IPO Director who holds final authorization for all PRC purchases.

In identifying the contents of the IPO Maternal and Infant Care Core collections, subject content was of primary importance. IPO had identified a range of pregnancy-related issues to guide selection of books intended for public library and bookmobile settings. Using publishers' lists, OCLC and CATLINE printouts, and lists of titles recommended by other consumer health information programs nationwide, the Medical Center Library Collection Development chief compiled a list of potential purchases numbering over 100 titles in IPO's specified subject areas. This list was then reviewed with the IPO Director who was familiar with many of the titles and additionally considered price, sensitivity (public accessibility to information on some issues--sex and contraception--are still hotly debated in New Mexico's schools and libraries), publication date, and any available reviews. The resulting core collections included 786 books representing 51 titles (a slightly different set of materials was acquired for Books-by-Mail which accepts only paperbacks, thus the odd number of total pieces).

Procedures for Measuring Services

Perinatal Resource Collection

During 1979/80 the majority of the Library's efforts had been placed in developing the Perinatal Resource Collection, planning the Health Information Workshop, and developing the Three Year Plan. Until Fall of 1980, little time had been available for publicizing the collection, nor

had it seemed appropriate while the collection was still in its development stages. By October, however, the PRC materials had been received and added to the inventory list (arranged by subjects) and the Library was now in a position to promote and monitor its use (see Chapter VIII for Promotion). Since the Library's Media Center was the circulation point for the collection, monitoring of the collection's use was centered there. An "IPO Materials User Evaluation" form was constructed to gather data on the audience size and extent to which the borrowed material satisfied the borrower's objectives. An analysis of these records for the period of October 1980 through March 1981 revealed widespread exposure of the materials and provided important information for planning future promotional activities. It should be noted that despite Media Center personnel's consisent efforts to encourage completion of the form, users do not always conform to this request. Consequently, while the total number of items circulated is known, the total audience exposure indicated by the analysis of IPO materials use reflects only those transactions for which borrowers completed the evaluation form. In the period covered by the analysis, 802 transactions were recorded: 156 transactions lacked completed evaluation forms. (Refer to Appendix IV for "IPO Materials User Evaluation form.)

The Media Center, then, actually uses two methods for measuring IPO circulation: an inital check-out card which identifies the borrower and material, and a follow-up user evaluation form which elicits information on the audience size and borrower satisfaction with the material borrowed.

Maternal and Infant Care Core Collections

Use of the core collections placed in public libraries, bookmobiles, and the Books-by Mail service will be recorded by public librarians. Early in the negotiations with librarians and the IPO Director, however, it was agreed that record-keeping would be kept to a minimum since public libraries are already short-staffed and cannot mount a labor-intensive monitoring effort. A simple tally of numbers of circulations of each title in the core collection will be maintained and reported to the Medical Center Library every six months of the field-test year. At the end of the year, the paticipating libraries will retain the materials as a part of their permanent collections, and the Medical Center Library will compile a report of the field test demonstration project for IPO and other appropriate agencies.

Extension of Traditional Services

Traditional services (ILL, computer searches, etc.) are monitored as a component of routine recording procedures: the library unit providing interlibrary loan or computerized search services records completed transactions by broad user groups reflecting the fee-for-service (and accompanying billing) mechanism. Reference service is normally not recorded by user affiliation, but by level/depth of the reference inquiry and the staff time required to satisfy the information request.

CHAPTER VIII

Promotion and Marketing

The current Outreach Program evolved through gradual establishment of contacts in communities throughout the state. Until the IPO/MCL alliance, those contacts were exclusively with health professionals whose support was necessary to successful expansion of outreach efforts into the consumer health education/information arena. Since the express purpose of this document is to describe consumer health information activities, and we have amply illustrated our efforts to enlist health professionals, this chapter will deal only with those promotional activities directly related to consumer health information.

Clearly, the Library's springboard for entering the consumer health arena has been the IPO alliance. In promoting the project and use of the Perinatal Resource Collection, the Library provides a viable service to IPO; at the same time it broadens contacts among agencies and organizations valuable for a statewide coordinating effort. While the following promotional activities were conducted largely under the aegis of IPO contracts, this coordinating effort also was an integral part of each presentation/campaign. It should be noted that promotional efforts leaned heavily on established contacts among health professionals, portraying again this group's importance in Library efforts to expand into the consumer health education field.

Health Information Workshop

Three-way sponsorship of the Health Information Workshop was reflected in a logical division of responsibilities among the Medical Center Library, IPO, and the New Mexico State Library. The Medical Center Library assumed primary responsibility for program planning, facilities and hospitality arrangements; IPO participated in program planning and recruitment of Health and Environment Department personnel as speakers; and the State Library, in addition to help in program planning, assumed primary responsibility for registration and promotional activities.

State Library staff designed and produced a flyer/registration form announcing the workshop and responded to all requests for advance information. Flyers were mailed to all members of the New Mexico School Health Association, New Mexico School Nurses Association, New Mexico Health Association, District Field Health Offices, and to various individual contacts the Medical Center Library had established while developing the Perinatal Resource Collection. Librarians were contacted through the State Library's weekly newsletter and through a mass mailing to public libraries statewide. Additionally, MCL staff announced the workshop at the New Mexico Library Association spring meeting where wider representation--school, hospital, and special librarians--was present.

Finally, the State Library Public Information Librarian circulated press releases announcing the workshop and providing preview information on the program and speakers.

Following the workshop, press releases appeared in numerous local papers, as well as many regional and national library publications. Unfortunately, a typographical error unintentionally demoted attendance from over "70" to over "50," reflecting far fewer participants than were actually recorded.

Early Contacts (Spring-Summer, 1980)

Anticipating readiness of IPO's Perinatal Resource Collection as well as the need for identifying agencies potentially supportive of a coordinating effort, Library staff began contacting various agencies and programs in the Spring of 1980. A brief summary of these preliminary efforts follows.

New Mexico Hospital Association

Having delivered a range of services to New Mexico's hospital-based physicians, nurses, and allied health personnel, as well as enlisting endorsement of the Hospital Association in 1977, the Library had a ready-made ally for its first promotional steps.

After hearing an explanation of the IPO project and the Library's broader interests in promoting access to health information from Library staff, the NMHA invited the library to exhibit IPO materials at the Association's upcoming Fall Annual Meeting, and to use their newsletter for promotional or coordinating efforts.

New Mexico Health Systems Agency

The statewide planning role designated to this group proved crucial to coordinating efforts. This potential was confirmed when library staff recruited the active participation of two HSA representatives in the New Mexico Health Information Planning Group in Summer of 1980, (see Chapter IV: Cooperative Arrangements), and when library staff were asked to participate in the Disease Prevention/Health Promotion Committee. Subsequent inclusion of the Library's abbreviated Three Year Plan in the statewide Health Plan has been described in previous chapters.

UNM Health Education Program

When Library staff contacted the Health Education Program Director at UNM we found enthusiastic support for coordinating health information access. The Director readily agreed to participate in the Health Information Planning Group and to further encourage interaction between libraries and health educators with whom he worked.

New Mexico School Health Association

In addition to its obvious role in health education efforts statewide, the School Health Association was a prime target for IPO materials addressing the state's teenage pregnancy problem. As a result of this liaison,

Library staff were invited to address the Association's annual Fall meeting.

New Futures School

The New Futures School located in Albuquerque, is an innovative approach to the growing problem of teenage pregnancy in New Mexico. While school health education programs encourage teenagers to develop a responsible and informed attitude towards sexuality, pregnancies are nevertheless rampant. The New Futures School is a fully accredited, degree-granting high school especially geared to the needs of already-pregnant teenagers. In addition to this academic program, the school provides prenatal training, counseling, vocational guidance, and day care. Library staff initiated contact with New Futures staff both to promote use of the IPO Perinatal Resource Collection and to enlist their aid in previewing and evaluating additions to the collection.
Results of this liaison have been gratifying to both parties; New Futures is a frequent borrower of IPO materials, and the Library has reliable reviewers among New Futures staff.

Public Libraries/ New Mexico Library Association

In the summer of 1980 the Medical Center Library sent notices to all state public libraries announcing the IPO Perinatal Resource Collection. Although libraries were not expected to be heavy users of the audiovisual collection, librarians--as sources of community health information--could help to promote awareness of the resource among school and community health educators.

Contacts among state librarians broadened when Medical Center Library staff described the project at the Annual Convention of the New Mexico Library Association. Because members came from school, hospital, public and special libraries, this was a natural forum for broad dissemination of the IPO "message."

Miscellaneous

Various consumer health education groups and agencies such as Parentcraft and a midwives association were enlisted as advisors in developing the Perinatal Resource Collection. Actively involved in community health education activities, such groups now use the resource collection, thus helping the Library to achieve statewide exposure to IPO materials.

Fall 1980-Spring 1981

Fall is a popular time for annual meetings in New Mexico, and MCL staff became familiar faces at several of them.

Hospital Promotion. Following its earlier contacts with the New Mexico Hospital Association, the Library mounted a display at the Association's Annual meeting in October. Featuring the IPO Perinatal Resource list and borrower application forms, the display captured the interest of numerous hospital administrators as well as health care providers.

That same month, Library staff described the Outreach Program's varied services as guest speakers at the annual meeting of the New Mexico Hospital Auxiliary Association. Focusing on teenage pregnancy, MCL staff asked their help in publicizing the IPO project and the now available Perinatal Resource Collection. Recalling the enthusiastic response of bookmobile librarians, we were once again pleasantly surprised by their interest. Because teenage pregnancy is a familiar and chronic problem in nearly every community represented by the Association, the Perinatal Resource list and borrower applications were quickly snapped up by meeting participants.

New Mexico School Health Association. A similar response came when Library Staff addressed the New Mexico School Health Association Annual Meeting, also held during October. School health educators and nurses statewide called the collection a "godsend" for their programs aimed at teenage sexuality and pregnancy. Subsequent to this meeting, 2000 copies of the IPO materials list were included in the NMSHA's newsletter.

Community Physicians; Health Care Planners; Hospital Follow-Up

Throughout the Fall, Library staff continued to promote IPO and the resource collection through presentations to various groups. At a joint committee meeting of the New Mexico Medical Society and the UNM School of Medicine, Library staff discussed possible use of the IPO resource as suitable patient education materials for physicians' office waiting rooms. Additionally, of course, this Liaison Committee's rural physician representatives could aid in reaching community-based health educators, public health nurses, and consumer self-help groups interested in nutrition, drug/alcohol abuse, and other issues influencing pregnancy outcome.

As a follow-up to the New Mexico Hospital Association display, Library staff were invited to a meeting of their Education Committee in late Fall where the Library's potential support of in-service and patient education programs was discussed. The IPO resource collection again proved of vital interest to meeting participants; each member gathered up several copies of the Resource Collection list. Similar results were achieved at a meeting of the New Mexico Health Systems Agency's Disease Prevention/Health Promotion Committee in December. Comprised of community Health Education Council representatives statewide, this group provided a vital link to health education planning efforts at the grassroots level.

Poster Campaign

To reinforce these efforts, Library Staff proposed to the IPO Director a poster campaign designed for statewide coverage. While a concerted effort had been launched to contact community-based organizations and planning committees, no direct contact with the public had yet been made. In December 1980, Library staff, aided by the UNM Public Information Office, designed a poster entitled "Have a Healthy Baby" (see Appendix V) to promote awareness of the IPO Perinatal Resource collection. The design of the poster proved to be a somewhat more complex task than we had anticipated. Considering New Mexico's multicultural population, the IPO Director was anxious to avoid any bias: an infant nestled in the heart of

a flower could not represent one racial/cultural group as opposed to another, nor could its color suggest any negative, unhealthful qualities. Therefore, the infant could be neither pink, white, nor ivory (Anglo properties); it could not be tan, black, or brown, nor could red, yellow, green or blue be used since blood, jaundice, nausea and Rh factors are not healthy images. In retrospect, the poster design problem still elicits chuckles from Library staff, but it was a serious issue at the time and one which complicated the project.

The final decision identified a springtime shade of lavender, with the infant in a slightly lighter shade--a compromise which neither offended nor delighted anyone. In fact, the University's Public Information Office which helped produce the poster was far more enthusiastic about both our color selection and overall design than Library and IPO staff; they submitted it for judging in the regional competition sponsored by the Council for Advancement and Support of Education.

Having resolved the graphics problem, our neo-artists faced the task of producing a simple design uncluttered by extraneous verbiage. Announcing the Perinatal Resource Collection was no problem, but explaining in a few words how to obtain a borrower's application card and then how to borrow materials was virtually impossible. Since several posters were to be sent to public libraries and district field health offices for community distribution in super markets, post offices, and similar public places, we decided that inquiries should be made to those central locations where application forms and borrowing information would be readily available. The design, therefore, included a blank space following the directive "Contact:" -- which libraries and health offices could fill in with their own information (address, phone number, contact person).

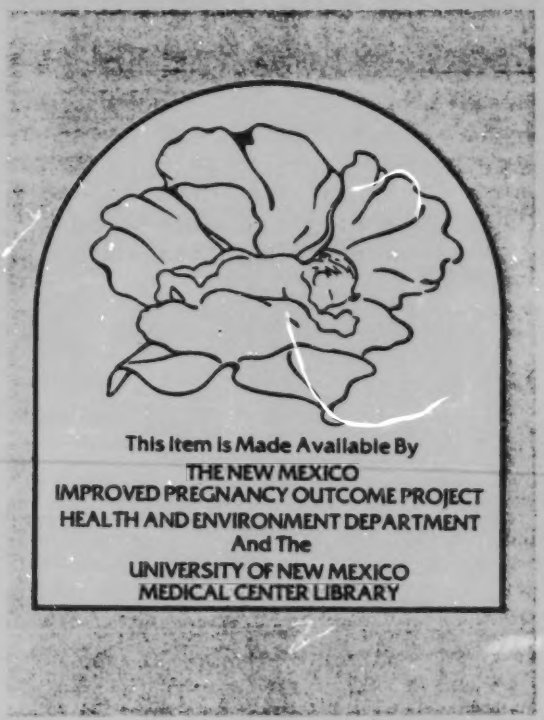
To reinforce this community-based effort, the Library featured the IPO project and resource collection in its yearly Physicians Outreach Program brochure that is mailed each December to all New Mexico physicians. A special list of materials on prenatal diagnosis and pregnancy complications followed in the January/February issue of adobe medicus, the Library's newsletter received by all physicians in the State, as well as by selected medical libraries nationwide. Subsequent issues of the library newsletter carried similar special lists of IPO materials. Library Staff also contributed occasional short pieces to IPO's "Perinatal Newsletter" distributed among health agencies and consumer groups statewide. (See Appendix VI for example.)

By March 1981 over two hundred IPO borrower cards had been issued and more than 10,000 individuals in communities statewide had viewed materials from the Perinatal Resource Collection in conjunction with community health education programs. The expanded borrowers list reflected a broad mix of requestors from hospitals, clinics, schools, field health offices, consumer groups, cooperative extension services, religious organizations, and libraries. The Resource Collection of some 140 audiovisual programs had experienced a use equivalent to a complete turnover of at least four and one-half times its size during the period October through March--dramatic evidence of its quality and relevance as well as the effective promotion efforts.

Maternal and Infant Care Core Collections

We recognized early in the planning stages of this project--placing pregnancy-related materials in public libraries, bookmobiles, and the statewide Books by Mail Service--that promotion would determine its degree of success. The project's intent was twofold: 1) bring authoritative information on pregnancy issues to the community in a readily accessible location, and 2) demonstrate the public demand for and acceptance of library-based health information. For IPO it was a simple matter of using the library system as an existing resource to get information to the public. For the Medical Center Library's Outreach Programs, the project had far wider implications. If, after a year, the collection showed heavy use, a strong case could be made for designing similar projects reflecting other public health issues. Not only might health educators and agencies be persuaded to work more closely with their public libraries, but the concept of library-based health information could be supported by the demonstration project and presented to potential funding sources. Promoting public awareness of the maternal and infant care core collections, then, was an integral part of the demonstration project.

As a basic step preceding distribution of the core collections, a book plate reflecting the Perinatal Resource Collection poster graphics was designed. Sufficient book plates (see example below) were then sent with each collection so that they could be affixed where they would not obstruct book pockets or due date information.



Prior to any announcement, the MCL Staff wanted to assure that participating librarians were thoroughly familiar with the IPO project. As community representatives, these librarians had to feel confident in

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explaining the purpose of IPO and its collection, how the collections were obtained, and the "partner" Perinatal Resource Collection based at the Medical Center Library. While these librarians were familiar with previous publicity efforts, a composite view of the overall project goals was needed. Medical Center Library staff compiled a packet of materials summarizing the project and its place within the State's Health and Environment Department, the Library's alliance, and details about keeping minimal records the project would require. Although sample news releases were included as an incentive to seek local newspaper coverage of the project, Library staff carefully avoided the appearance of directing public relations methods by presenting these as "Samples Only," since most librarians were already skilled in airing their libraries' community service activities.

When all fifteen collections were distributed, Library staff turned to designing another poster--this time featuring the core collections. Aided by the Graphics Department of the University's Instructional Media Services, Library staff designed a simple black and white 8"x11" poster intended to fit at the end of a bookmobile bookshelf, or in a physician's office (see Appendix VII). After posters had been mailed to participating librarians, further coverage was sought through physician contacts in related communities and bookmobile regions.

Community Physicians

As an active participant in the UNM School of Medicine's Primary Care Curriculum (see Chapter I), the Library had established an academic as well as service-based relationship with rural physician preceptors. At a perceptor workshop in April, 1981, a Library staff presentation focused on both the Perinatal Resource Collection (to reinforce earlier promotional efforts) and the core collection project. Again, the enthusiastic response was surprising. The idea of health information--particularly on pregnancy and infant care--becoming available to their patients in a public library had never occurred to physicians; they assured us that this collection would fill a critical need, and added that it also would stimulate public awareness of the library as an alternate or supplementary resource to the physician as information provider. These physicians were not only willing to display the core collection poster, but anxious to obtain one of them and to scan the core collections in their public libraries. The only negative response came from physicians in those communities which had not received core collections, and they were willing to support any future efforts aimed at similar projects!

Encouraged by their response, the Library than mailed posters and explanatory letters to members of the Physicians Outreach Program and to District Field Health Offices representing communities where the core collections had been placed. At the same time, newspaper clippings began arriving from core collection communities--proof of the participating librarians' advertising initiative. (See Appendix VII for examples.)

Finally, to assure statewide coverage--especially for traveling bookmobile collections--the Library approached the University's Public Information Office which subsequently issued news releases throughout the State. (See Appendix VII.)

While to date the Maternal and Infant Care Core collections have been in their "homes" for only two months, we feel the project has been launched successfully through far-reaching promotional efforts. The first reports of circulation activity will be submitted by public librarians in November and the need for further promotion will be assessed at that time.

CHAPTER IX

Problems Encountered

Geographic Barriers

The Medical Center Library's Outreach Program faces one chronic and incurable problem: the vast distances between New Mexico's population centers. To call a single meeting of representatives of the twenty-six counties presently served by the Outreach Program would cost thousands of dollars in travel expenses alone; personnel time required for such travel would be disproportional to the possible benefits. Even if cost were not a factor, the sheer difficulty of traveling in New Mexico is sufficient to deter the boldest of "commuters." The State has only one major airport - Albuquerque International - and only eight communities outside Albuquerque accommodate small commercial in-state flights. The prospective traveler may have to drive well over a hundred miles to reach a community airport, and additionally be sufficiently "seasoned" to brave what are fondly referred to as "puddle-jumper" flights. Most across-state travel is by automobile, which imposes an inordinate drain on time and energy and dictates the need for an Outreach Program not dependent on direct interaction among program participants.

Health Information Plannning Group travel problems have taken their toll in the case of the two public librarians from Gallup and Socorro. These librarians drove over 4,300 miles of desolate territory between their communities and Albuquerque to attend the ten Planning Group meetings in 1980-81 (our Santa Fe representative, on the other hand, drove "only" 1,200 miles!) By June, however, the cost in dollars and energy proved too much. While Gallup and Socorro representatives continue as ex-officio consultants to the Planning Group, they are being replaced by librarians from communities closer to Albuquerque where most of the Group's membership resides.

Historically, New Mexico's demographic profile has literally been the mother of invention in terms of the Outreach Program's evolution: methodical development of community contacts through service relationships was an absolute necessity. Because any program dependent on the personal interaction of its planners would fail in New Mexico, a cost-sharing, service-based mechanism was created as the logical solution to coordinating activities.

Public Libraries' Limitations

Another chronic problem is lack of funding for public libraries. The State's forty-one public libraries have collective budgets totalling less than $6,400,000.* Thirty-five community libraries supplement this meager number but these receive a total of only $107,760 (each library receives approximately $1,000 from the State Library annually; the remainder is provided by the community itself). The average budget for a community library, then, is approximately $3000.

*Budget figures supplied by the New Mexico State Library for FY 1979-80.

While the Medical Center Library's long range plan clearly includes participation by public libraries, we are not overly optimistic concerning the role these libraries may eventually be able to fulfill. Meager staffing and stringent acquisition and travel budgets thwart the most enthusiastic public librarian's intention to implement resource development and coordinating efforts. In the past year we have encountered two instances where these limitations became obvious. While public librarians have helped to promote use of the Perinatal Resource Collection, they are not themselves frequent collection borrowers. Few public libraries outside Albuquerque own audiovisual equipment, and although it can be shipped to them from the Medical Center Library, requests are rarely received from public libraries. Most often lacking both the facilities to accomodate audiovisual presentations and knowledge about how to operate the A-V hardware, librarians serve as better promoters of the collection than borrowers.

Hospital Library/Medical Center Library Cooperation

It may have been noted that hospital libraries do not figure prominently in the Medical Center Library Outreach Program. In New Mexico there are few major hospitals outside Albuquerque, and clinics serve as the predominant "institutional" setting for health care delivery. The few non-Albuquerque hospitals that offer their staffs any semblance of library service, with the exception of one hospital, do not employ professional librarians and seldom assign even a half-time clerical position to their meagre libraries. While a viable service relationship has been established with hospitals statewide, the lack of hospital library staff and resources prohibits more active involvement of these libraries in the Medical Center Library's statewide coordinating efforts.

The Bright Side

To date, the Library has encountered no other significant problems in developing its Outreach Program. Perhaps the greatest contributing factor to this phenomenon is the program's fluidity: we are not bound by a predetermined agenda defining specific goals, deadlines, or methodologies. By adhering only to the broad goal of "improving access to health information," we have been free to explore methods for achieving that goal and to draw on existing contacts and unexpected opportunities to create links where none formerly existed. We have escalated the IPO alliance from a narrow association with project staff into a major statewide effort linking IPO goals with those of the Library's other outreach clientele--Physicians Outreach Program members, Primary Care Curriculum preceptors, Medical and Hospital Association members, and public librarians, to name a few.

Fortunately, total recovery of Outreach Program costs is not a requirement of our operational environment: the University of New Mexico's traditional commitment to community service provides the philosophical as well as economic unbrella which guides the Outreach Program's cost sharing philosophy. The concept of multi-source funding lends strength and flexibility to the program, along with a potential longevity not shared by programs which depend solely on a one-time influx of monies from one or two funding agencies. For these reasons, the Outreach Program has not encountered funding problems and continues a controlled growth predicated on the cost-sharing, multi-source funding philosophy.

CHAPTER X

Future Plans

The Medical Center Library's future Outreach Program will largely reflect its growth pattern as an evolutionary process: it will be guided but not restricted by the Three Year Plan, and will remain flexible enough to respond to both unforeseen needs and unexpected opportunities.

New Mexico Drug Information Center

A tantalizing prospect is to further develop an already established partnership with the New Mexico Drug Information, Poison Control, and Medical Crisis Center (henceforth referred to as the Drug Information Center, or DIC). Located on the Library's third floor, the Drug Information Center maintains a statewide WATS line and serves as the State's 24-hour information center for drug-related and poison crises. A symbiotic relationship already exists between DIC staff and the Library, reflecting a mutually supportive exchange of human and material resources. Both agencies profit from special files and other shared resources: the Library's broad coverage of biomedical literature and DIC's highly specialized drug files combine to provide a richer information resource than either agency could support alone. Taking resource sharing a step further, a cooperative staff training program has enriched the knowledge base of both agencies. Library staff provide instructional sessions in print, non-print, and online resources for DIC staff, while Drug Information Center staff offer similar sessions on specialized drug literature.

Close interaction of both groups, plus their similar mission to serve as major information resources for the State is perhaps most apparent in the library building access agreement. During hours the Library is closed, Drug Information Center staff provide limited access to library materials for qualified New Mexico health care personnel, thereby assuring that rare but vital emergency questions can be speedily researched.

An increasingly common bond between the Library and Drug Information Center has proven valuable for combining our outreach efforts. The Director of the Drug Information Center was a featured speaker at the New Mexico Health Information Workshop and joined Library staff to present the DIC outreach program to a New Mexico Library Association Trustees Meeting. As our respective outreach programs are presented jointly to such groups, it becomes clear that we are moving toward a common goal and subsequent partnership as a mutual outreach program.

As reflected in Chapter III and throughout this document, the Library Outreach Program is designed to focus on <u>intermediaries</u> in the health education process rather than on the end user--the consumer. Information alone does not change behavior, as numerous studies point out; the presence of an "interpreter" whose credibility is established--a physician, nurse, health educator, or other professional with a recognized knowledge or service base--is extremely important in effecting behavior change. In addition to providing information upon request, the Drug Information

Center is an active "interpreter" or intermediary in statewide health education programs. The Center's Director frequently conducts sessions at workshops and schools throughout the state where drug abuse, dangerous environmental or industrial substances, and poisons are discussed. Like the Library, the Drug Information Center has established numerous community contacts, hence, the benefits of joining forces are clear. Already the Library's IPO focus has blended with concerns of the Drug Information Center: maternal alcohol and drug abuse are among the causes of infant mortality in New Mexico. Prospects for a cooperative outreach program based on common goals and economical use of resources are bright. In their Five Year Plans submitted to the State Board of Educational Finance in June 1981, both the Library and the Drug Information Center cited continued sharing of a mutual facility and its resources as an important aspect of their outreach programs. As the Library moves through Year Two and Three of its own Three Year Plan to guide expansion of outreach programs, workshop planning and other coordinating efforts will be accomplished in close consultation with the Drug Information Center. Promoting community awareness of information resources collectively represented by the Library and the Drug Information Center, we foresee a gradual merging of boundaries and a possible future as a single Health Information Center serving all of New Mexico.

Maternal and Infant Care Core Collections

The intense interest displayed by physicians, health educators, and public librarians statewide after less than 3 months' exposure of the core collections has prompted IPO to consider expanding the project. Negotiations between the IPO Director and Medical Center Library staff in mid-August of 1981 concluded with agreement to identify a supplementary core of public libraries willing to participate in the demonstration project. Tentative plans (to be formalized via inclusion in a fourth IPO contract covering October, 1981 - September, 1981) include refinement of the core collections through consultation with the original participating libraries, and selection of 5 - 8 additional public libraries as core collection sites.

Three Year Plan: Years Two and Three (See Chapter V for Year I)

The goal and objectives of the Three Year Plan presented in Chapter V are the guiding principles which determine the broad outlines of the Library's Outreach Program and provide the forward momentum for planning activities. While this statement may seem deceptively simple and obvious, it emphasizes a basic tenet of the Library's philosophy: flexibility is fundamental to growth. The activities described below are merely rungs on a ladder as yet incomplete; we intend to revise and/or supplement these activities as new needs and opportunities arise.

Year Two (1981-1982)

As the Library approaches the end of its third IPO contract period (October 1980-September 1981) it is apparent that Year Two of the Three Year Plan will constitute the basis for a fourth contract proposal encompassing October 1981 through September 1982. This, of course, is intentional: the Plan was developed under contract to IPO and therefore heavily reflects that concentration. It is important to note, however, that the springboard effect of the IPO Project will continue to be felt. As Library staff weave various components of the Outreach Program into promotional and coordinating efforts partially supported by IPO, the Program will continue to expand towards a broader health information focus. At this writing (August 1981) the Library is entering the third month of Year Two; thus, as previous chapters reflect, many activities described are well underway.

Activities

1. Conduct regional workshops/planning sessions to broaden the base of community members active in supporting health education and information efforts and begin enlisting community aid in contacting legislators.
   Note: Two events already are planned: A September workshop sponsored by MCL, IPO, and Espanola Public Library, and a Spring workshop co-sponsored by MCL and the New Mexico Library Association.

2. Continue monitoring maternal and infant care core collections; compile results at the end of one year test period.
   Note: A six month review is scheduled for November 1981.

3. Establish support mechanisms in cooperation with the New Mexico State Library to insure appropriate updating of core collections. An alerting service publicizing newly arrived recommended materials may be established via the State Library's regular newsletter and supplemented by special mailings if appropriate.
   Note: New materials already are on order by the Library; an alerting service is being developed.

4. With cooperative support from related agencies (State Library, New Mexico Health and Environment Department, Health Systems Agency, and other contacts) seek legislative, federal, and/or private funding to supplement cost sharing mechanisms and enhance continued expansion of the health information access system.
   Note: The first bid for legislative support already is launched via the New Mexico Health Systems Plan; other proposals are in progress.

5. Continue to evaluate effectiveness of the IPO Perinatal Resource Collection through consultation with community-based contacts, review of PRC evaluation forms, and analysis of use statistics.
   Note: A six month review to establish review methodology was completed in March 1981; update is ongoing.

6. Based on review and evaluation of the IPO Resource Collection, update the collection in relation to its strengths and weaknesses and community needs.
   Note: Selection/review process is ongoing; additional purchase recommendations to be forwarded to IPO in October 1981.

7. Identify communication vehicle(s) to aid development and expansion of cooperative effort.

   A. Assess need for a newsletter/flyer to report program progress, planning activities, human and materials resources available to aid health education/health information activities. Publish newsletter if appropriate.
      Note: Under consideration.

   B. Should the variety of newsletters emanating from cooperating agencies be sufficient, establish regular reporting cycle within these publications to enhance cooperative efforts.
      Note: Under consideration.

   C. Establish media contacts to promote awareness of project goals and accomplishments among consumers and legislators.
      Note: Preliminary contacts established (see Chapter VIII); followup will occur as appropriate.

8. Continue coordination and expansion of New Mexico Health Information Planning Group.
   Note: Group continues to meet monthly; new representatives currently are being recruited.

Year Three (1982-1983)

Like the Outreach Program itself, the Three Year Plan moved from an initially narrow focus to a broader perspective: Year One leans heavily on IPO; Year Two begins a shift by including pursuit of multi-source funding; and Year Three incorporates alternate funding to supplement established cost sharing mechanisms. From a 1981 view, Year Three is necessarily limited by present "knowns." Already, however, we recognize an absence of the Drug Information Center in the Plan (developed Summer 1980), and emergence of block funding placing federal resources in a potentially more accessible arena. Year Three, then, may well prove only a preliminary blueprint for the Outreach Program of 1982-1983.

Activities

1. Conduct year-end evaluation of maternal and infant care core collection use. In consultation with host libraries and consultation panels, identify high-use titles and subject areas, and recommend new materials to supplement existing collections.

2. Arrange regional presentations describing the field test experience and recommendations, the prototype core collection, and the IPO Perinatal Resource Collection. In place of isolated workshops, coordinate presentations with meetings of contact groups statewide: New Mexico Library Association, New Mexico School Health Association, women's organizations (hospital auxiliaries, childbirth education groups), churches, YWCA, and other community-based organizations. Reports will be published in appropriate newsletters and professional publications.

3. Begin shift from IPO to multi-source funding: federal, state and local support for resource and program development (establish validated core collections in libraries or other appropriate community centers; continue coordinating activities; promote public awareness of information and services available to support health promotion and disease prevention efforts).

4. Continue promotion and dissemination of the Perinatal Resource Collection to all New Mexico communities through established contacts and media exposure; continue collection development in response to IPO and community needs for specific pregnancy-related materials.

5. Establish an appropriate governance structure to administer the expanded Outreach Program. This structure will evolve as a result of the multi-source funding mechanism, a cohesive New Mexico Health Information Planning Group, and emergence of key community contacts.

The final item in Year Three reflects not an end, but a beginning. Starting as the "single parent" of an infant Outreach Program, the Medical Center Library has embarked on a marriage of convenience based on shared goals and resources. The result of this creative effort will serve the health information needs of a state where requirements are great and resources few. Clearly, the future is exciting.

THE UNIVERSITY OF NEW MEXICO
MEDICAL CENTER LIBRARY

SECTION II - DOCUMENTATION

I. DEMOGRAPHICS

In Chapter VI of the Project Narrative we have attempted to represent the most definable portions of the state which the Outreach Program addresses. The crude overview presented there provides perhaps the most meaningful way to assess the target population of the Outreach Program; we suspect that a more concise breakdown will do little to further define a precise "target." It is, however, important to capture the flavor of New Mexico in order to place the Outreach Program in its proper perspective. For that reason, we have tried to depict the state as a backdrop to the program by graphically demonstrating its vast, sparsely populated distances, economic problems, and cultural differences through presentation of the statistical data below.

A. General Population

New Mexico consists of 121,666 square miles, making it the fifth largest state in the nation. All of Florida, Georgia and New Hampshire could fit into the state with land to spare. Nevertheless, New Mexico ranks a mere 37th in population size (1980 U.S. Census Final State Population). Its 1,299,968 people distributed over such a vast land area is calculated roughly to produce a population-to-land ratio of 10.68 persons per square mile. By excluding the four most populous of the state's 32* counties (Bernalillo, Dona Ana, San Juan, and Santa Fe), a figure of 5.1 persons per square mile emerges which probably serves as a more accurate indicator of population density. Extremes of heat and cold combined with typically arid conditions render some segments of the state nearly uninhabitable. Situated at the center of the State, Socorro County can expect an average annual rainfall of only 8.74 inches (New Mexico Digest, 1980). Adjacent Catron County has a land area of 6,898 square miles which could contain within its boundaries all of Connecticut and Rhode Island. Yet the same county can barely support one person to every three square miles due to an absence of water. Harding County, too, has only one person to every two square miles. Therefore, outside of New Mexico's four most densely settled counties which contain 52% of the population, much of the land appears empty.

The travel difficulties mentioned in Chapter IX become clearer when these facts are considered. Driving long distances for meetings is deterrent enough; when those journeys include endless miles of lonely and uninhabited desert landscape, the traveler is all the more hesitant to venture forth. The Outreach Program does not, therefore, depend on frequent personal interaction of participants; instead it utilizes community-based intermediaries to bring health education materials to the consumer.

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* Early in 1981 a 33rd county, Cibola, was formed following the 1980 Census.

NEW MEXICO
COUNTY LAND AREA AND POPULATION DATA SHEET
(population per square mile)

COUNTY	TOTAL SQUARE MILES	TOTAL POPULATION	RATIO OF POPULATION TO LAND AREA
Bernalillo	1,169	419,700	359.02
Catron	6,898	2,720	.39
Chaves	6,095	51,103	8.38
Colfax	3,771	13,706	3.63
Curry	1,404	42,019	29.93
DeBaca	2,366	2,454	1.04
Dona Ana	3,804	96,340	25.33
Eddy	4,180	47,855	11.45
Grant	3,970	26,204	1.56
Guadalupe	2,999	4,496	1.50
Harding	2,138	1,090	.51
Hidalgo	3,447	6,049	1.75
Lea	4,394	55,634	12.66
Lincoln	4,859	10,997	2.26
Los Alamos	108	17,599	162.95
Luna	2,957	15,585	5.27
McKinley	5,461	54,950	10.06
Mora	1,944	4,205	2.16
Otero	6,638	44,665	6.73
Quay	2,883	10,577	3.67
Rio Arriba	5,883	29,282	4.98
Roosevelt	2,457	15,695	6.39
San Juan	5,516	80,833	14.65
San Miguel	4,767	22,751	4.77
Sandoval	3,717	34,799	9.36

Santa Fe	1,909	75,306	39.45
Sierra	4,219	8,454	2.00
Socorro	6,626	12,969	1.96
Taos	2,257	18,862	8.36
Torrance	3,355	7,491	2.23
Union	3,817	4,725	1.24
Valencia	5,658	60,853	10.76
State Totals	121,666	1,299,968	10.68

B. New Mexico's Cultures

Many New Mexico residents are descended from Native Americans and Spanish settlers who lived here long before the Pilgrims ever landed in Massachusetts. In several counties these minority population groups actually constitute the majority in terms of total inhabitants. Rio Arriba County, near the Colorado border, has more than twice as many Hispanics as "Anglos." Mora, San Miguel, and Taos Counties also have more Hispanic descendants than Anglos within their land areas. Altogether, 37% of the state's population is Hispanic. Many can trace their ancestory back several hundred years to the Spanish colonial era in New Mexico history.

Large groups of Navajo, Pueblo, Apache, and other Native American Indians also reside in New Mexico. McKinley County, on the Arizona border, has nearly twice as many Native Americans (mostly Navajo) as Anglos. About 47% of all New Mexicans belong to a minority group, giving New Mexico the largest minority population of any state in the nation. The health information "intermediary" concept which has been emphasized throughout the Project Narrative assumes particular importance when considering the state's large minority population. It is the intermediary--health educator, physician or nurse--who, sensitive to cultural and linguistic differences among groups, can effectively "interpret" educational materials to reflect those differences.

While many health information outreach programs have concentrated on acquiring non-English materials, the Medical Center Library has found this to be an ineffective approach in New Mexico. Spanish language materials obtained for the IPO Perinatal Resource Collection have been among the least circulated materials. When asked by Library staff, health educators indicate that at least two factors are responsible for this low demand: 1) overcoming linguistic barriers does not necessarily mean that cultural differences have been accounted for, and 2) most younger Hispanics --especially in the IPO target population group of ages 15-44--are bilingual. Despite a common language, the Spanish-speaking individual in rural New Mexico has a vastly different culture and value system then his compatriot living in Los Angeles or New York City. The health educator is a far more effective "translator" of health information in a rural state where the process of affecting behavior change must be inseparably linked to an active awareness of unique cultural traditions and practices (nutritional habits, widespread use of midwives, and religious attitudes towards sex education and contraceptives are only a few of the areas most directly related to IPO). For the Native American in New Mexico, both language and cultural traditions are so vastly different from other residents of the state--as well as the nation--that an intermediary is absolutely necessary.

NEW MEXICO
BASIC DEMOGRAPHIC INFORMATION
BY COUNTY

COUNTY NAME	TOTAL POPULATION	HISPANIC*	WHITE	AM. INDIAN (ESKIMO)	ASIATIC (PACIFIC)	BLACK	OTHER
Bernalillo	419,700	154,620	334,490	11,289	3559	9795	60,567
Catron	2,720	780	2423	40	3	10	244
Chaves	51,103	15,622	43,846	328	165	1,137	5,627
Colfax	13,706	6,510	11,800	71	21	55	1759
Curry	42,019	8,203	33,785	171	358	2,873	4,832
DeBaca	2,454	759	2230	2	1	1	220
Dona Ana	96,340	50,204	75,301	765	594	1597	18,083
Eddy	47,855	14,707	38,917	168	93	866	7,811
Grant	26,204	13,452	22,077	124	44	132	3827
Guadalupe	4,496	3716	3712	11	18	5	750
Harding	1,090	483	1024	1	0	0	65
Hidalgo	6,049	2849	5763	6	39	13	228
Lea	55,634	11,839	46,253	291	106	2682	6302
Lincoln	10,997	2927	9873	66	13	52	993
Los Alamos	17,599	2,022	16,727	99	191	73	509
Luna	15,585	6,164	13,335	78	31	254	1,887
McKinley	54,950	7500	14,071	36,155	203	313	4208

73

COUNTY NAME	TOTAL POPULATION	HISPANIC*	WHITE	AM. INDIAN (ESKIMO)	ASIATIC (PACIFIC)	BLACK	OTHER
Mora	4,205	3640	2616	7	2	2	1578
Otero	44,665	9713	35,649	2157	499	2162	4,198
Quay	10,577	3,753	8752	39	26	136	1624
Rio Arriba	29,282	21,786	13,012	3331	15	35	12,889
Roosevelt	15,695	3378	13,003	108	83	210	2261
San Juan	80,833	9551	48,872	26,777	153	321	4710
San Miguel	22,751	18,524	16,937	90	39	88	5597
Sandoval	34,799	9580	20,521	9499	65	300	4414
Santa Fe	75,306	41,838	59,240	2,138	222	402	13,304
Sierra	8,454	2142	8,082	49	7	12	304
Socorro	12,969	5874	10,645	1245	83	114	882
Taos	18,862	12,544	10,104	1250	19	44	7445
Torrance	7491	3076	5507	39	18	15	1912
Union	4725	1476	4534	15	6	0	170
Valencia	60,853	26,857	43,334	8,368	140	343	8668
State Totals	1,299,968	476,089	976,465	104,777	6816	24,042	187,868

* Persons of Hispanic descent may be of any race. As a result, members of some ethnic categories might be counted more than once.

Source: 1980 U.S. Census of Population (Advance Counts).

C. Age Groups

With the exception of the Improved Pregnancy Outcome Project, the Outreach Program serves no specific age group. The data provided below, however, serve as an additional component of the State's basic profile:

1980 NEW MEXICO CENSUS BY AGE	
Under 5 years	114,328
5 to 9 years	109,254
10 to 14 years	113,718
15 to 19 years	131,929
20 to 24 years	125,362
25 to 29 years	115,066
30 to 34 years	101,070
35 to 39 years	77,980
40 to 44 years	66,466
45 to 49 years	61,725
50 to 54 years	60,179
55 to 59 years	58,443
60 to 64 years	48,758
65 years +	115,690

We consider the fact that New Mexico distinguishes itself by a rather young population particularly significant because of the strong educational aspects of our Outreach Program and hence its potential for a growing target population; health education takes on an important dimension for this reason alone.

D. Institutional Target Population

Early Medical Center Library outreach efforts focused on the State's health care institutions where document delivery, interlibrary loan, computer search, reference, and library consultation services were needed. The "institutional population" of New Mexico, then, constitutes a core of community-based contacts established through delivery of library services; these contacts have proved to be an important component of promotional efforts and will continue to serve as key contact points. The following charts depict these major institutional contact points.

NEW MEXICO SHORT-TERM HOSPITALS & BEDS,

County by Planning District	1978 #Hosp	1978 #Beds	1979 Pop/Bed	1979 Dist Total Pop/Bed
1 McKinley	5	344	172	
San Juan	2	187	420	259
2 Colfax	2	66	198	
Los Alamos	1	84	223	
Mora	0	0	--	
Rio Arriba	1	80	356	
San Miguel	1	51	443	
Santa Fe	2	274	247	
Taos	1	33	606	298
3 Bernalillo	11	2079	187	
Sandoval	0	0	--	
Torrance	0	0	--	
Valencia	2	68	831	223
4 Curry	2	124	340	
De Baca	1	25	108	
Guadalupe	1	15	320	
Harding	0	0	--	
Quay	1	58	191	
Roosevelt	1	32	519	
Union	1	38	126	285
5 Catron	0	0	--	
Grant	1	65	383	
Hidalgo	0	0	--	
Luna	1	52	279	409
6 Chaves	3	208	247	
Eddy	2	168	286	
Lea	3	181	306	
Lincoln	1	38	284	
Otero	3	124	349	291
7 Dona Ana	1	160	564	
Sierra	2	100	87	
Socorro	1	42	257	364
NEW MEXICO	63	4696	264	

NOTES:

Includes federal and civilian facilities.

De Baca General Hospital (Fort Sumner), Community General Hospital (Jal), and the Gudadlupe General Hospital (Santa Rosa) are included though not listed in the 1979 American Hospital Assn Guide.

Long-term beds within short-term hospitals are excluded.

SOURCES:

Bureau of Census(2)
American Hospital Assn 1979(6)
New Mexico State Health and Environment Dept, Licensing and Certification Section, 1980 Directory(5)
New Mexico Board of Pharmacy, Narcotics Licensure
HRR

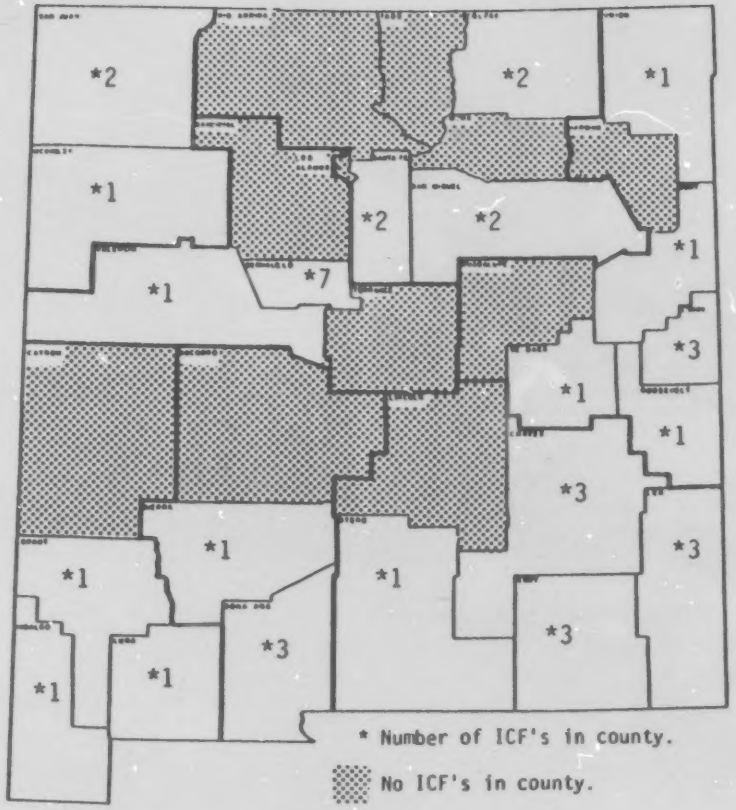
NEW MEXICO INTERMEDIATE CARE FACILITIES (ICF) AND ICF BEDS, 1979

County by Planning District	1979 Pop over Age 65	#ICF	#Beds	1979 Pop over 65/ Bed
1 McKinley	2,418	1	64	38
San Juan	3,624	2	122	30
2 Colfax	1,646	2	33	50
Los Alamos	355	0	0	--
Mora	481	0	0	--
Rio Arriba	2,264	0	0	--
San Miguel	2,392	2	307	8
Santa Fe	5,323	2	163	33
Taos	1,891	0	0	--
3 Bernalillo	24,789	5	560	44
Sandoval	1,995	0	0	--
Torrance	871	0	0	--
Valencia	2,766	1	60	46
4 Curry	3,459	3	220	16
De Baca	417	1	44	9
Guadalupe	483	0	0	--
Harding	184	0	0	--
Quay	1,506	1	54	28
Roosevelt	1,748	1	67	26
Union	748	1	59	13
5 Catron	252	0	0	--
Grant	1,889	1	184	10
Hidalgo	468	1	82	6
Luna	1,632	1	34	48
6 Chaves	4,668	2	198	24
Eddy	3,773	3	266	14
Lea	2,878	3	208	14
Lincoln	1,118	0	0	--
Otero	1,816	1	70	26
7 Dona Ana	4,678	3	179	26
Sierra	2,033	1	25	81
Socorro	690	0	0	--
NEW MEXICO	85,255	38	2999	28

SOURCES:

New Mexico State Health and Environment Department, Licensing and Certification Section, 1980 Directory(5)

MAP 14



NOTES:

ICF's do not include mental retardation facilities, nor do they include homes not available to the general public (i.e. El Castillo Retirement Residences, Santa Fe)

Age estimates of population are based on 1979 mid-year estimates developed by the Cancer Research and Treatment Center, University of New Mexico.

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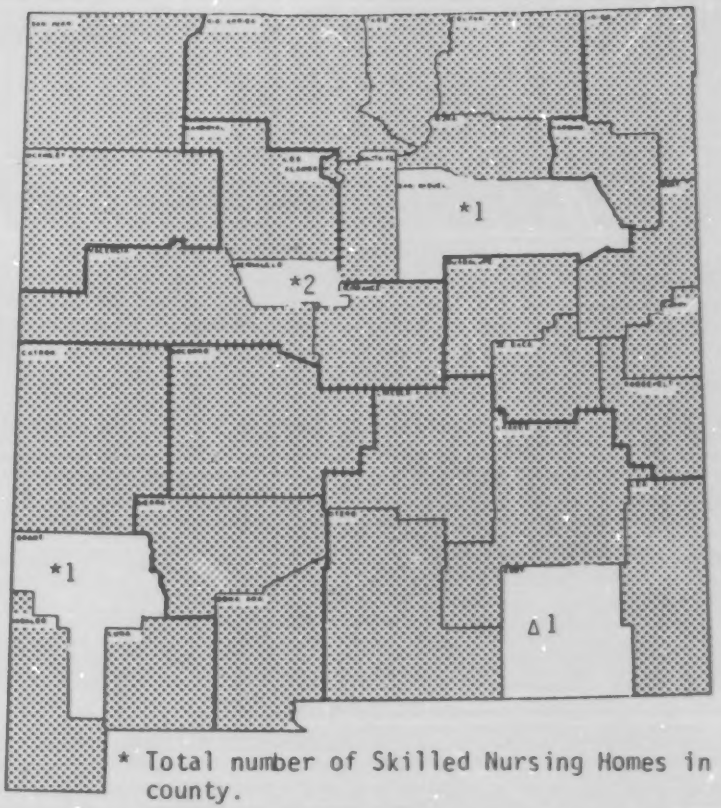
NEW MEXICO SKILLED NURSING HOMES, NURSING HOMES, AND BEDS, 1979

County by Planning District	# Homes	# Beds	1979 Pop over 65	1979 Pop over 65/ Bed
1 McKinley	0	0	2,418	--
San Juan	0	0	3,624	--
2 Colfax	0	0	1,646	--
Los Alamos	0	0	355	--
Mora	0	0	481	--
Rio Arriba	0	0	2,264	--
San Miguel	1*	37*	2,392	65
Santa Fe	0	0	5,323	--
Taos	0	0	1,891	--
3 Bernalillo	2*	128*	24,789	194
Sandoval	0	0	1,995	--
Torrance	0	0	871	--
Valencia	0	0	2,766	--
4 Curry	0	0	3,459	--
De Baca	0	0	417	--
Guadalupe	0	0	483	--
Hrading	0	0	184	--
Quay	0	0	1,506	--
Roosevelt	0	0	1,748	--
Union	0	0	748	--
5 Catron	0	0	252	--
Grant	1*	41*	1,889	46
Hidalgo	0	0	468	--
Luna	0	0	1,632	--
6 Chaves	0	0	4,668	--
Eddy	1Δ	24Δ	3,773	157
Lea	0	0	2,878	--
Lincoln	0	0	1,118	--
Otero	0	0	1,816	--
7 Dona Ana	0	0	4,678	--
Sierra	0	0	2,033	--
Socorro	0	0	690	--
NEW MEXICO	5	230	85,255	371

SOURCES: New Mexico State Health and Environment Dept, Licensing and Certification Section(5)

NEW MEXICO HEALTH RESOURCES REGISTRY, 1979

MAP 15



* Total number of Skilled Nursing Homes in county.

Δ Total number of Nursing Homes in county.

No Nursing Homes in county.

NOTES:

Facilities DO NOT include mental retardation homes, nor do they include homes not available to the general public (i.e. El Castillo Retirement Residences, Santa Fe.)

Age estimates of population are based on 1979 mid-year estimates developed by the Cancer Research and Treatment Ctr, University of New Mexico.

E. Drug Information Center Data

The information captured by the Drug Information Center in the course of providing drug, poison, and medical crisis information to health professionals and consumers statewide provides some critical clues for planning future outreach efforts. Just as MCL staff is examining its IPO materials usage patterns and known high risk pregnancy areas to more closely target its future outreach efforts, we are examining the Drug Information Center's data for the same purposes. While this effort is just beginning in August of 1981, it is clear that there is considerable potential between DIC and MCL for melding - i.e. doubling up - in our planned community health education efforts. We know, for instance, that Lea County shows both a high infant mortality rate and a high number of poison and drug information requests: a likely target area for a joint DIC/MCL concentration in the future.

The compilation of Drug Information Center data completed for this project will provide important planning information for the future as we attempt to further define outreach target areas.

F. Summary: Target Population Served

In essence, the target population of the Medical Center Library's Outreach Program is any citizen--health professional or consumer--and any health care institution in New Mexico. To achieve a more meaningful profile of the population directly served by the Outreach Programs, we have isolated IPO as the most clearly consumer-oriented portion of the program.

Improved Pregnancy Outcome Project (IPO)

Among the most dramatic illustrations of the need for accelerating outreach programs in support of community health education efforts are fertility rates for pre-teen and teenage females: twenty-six counties in New Mexico have age 15-19 fertility rates greater than the U.S. rate for the same group, and in four counties the rate is double that for the U.S. Among 18 and 19 year olds, the New Mexico fertility rate is 49% higher than the U.S. rate for the same group. Since there is a higher rate of infant mortality among infants born to teenage mothers, high teenage fertility rates are of central concern to IPO.

Overall, New Mexico's infant mortality rate places the State among the top 15 states in the nation with infant mortality exceeding the national average. Clearly, then, the target population for the IPO Project is those females of childbearing age who might be influenced toward more healthful lifestyles (and therefore improved pregnancies) through health education and information.

Throughout the Project Narrative and in this chapter, the 1980 census (advance counts) data has been cited. Unfortunately, the Bureau of the Census does not provide a breakdown of population by both age and sex.

Therefore, we have examined data collected in 1979* which provides an age/sex category revealing that New Mexico's female population ages 15-44 at that time constituted approximately 25% of the total state population. (Ages 10-14 are excluded because the fertility rates for this age group compare favorably to the national rate according to the "Study of Adolescent Pregnancy Outcomes" prepared by IPO Project Staff in the New Mexico Health and Environment Department, February, 1980).

New Mexico Female Population Age 15-44*

Age	Estimated 1980 Female Population
15 to 19 years	65,000
20 to 24 years	64,000
25 to 29 years	57,900
30 to 34 years	51,400
35 to 39 years	41,200
40 to 44 years	34,500

*Total 15-44 Female Population = 314,000
Estimated Total Population: 1,266,600
15-44 Female Population = 25%

To arrive at an estimate of the IPO target population served by the Library's Outreach Program, we have compared the total known audience reported to have viewed materials from the Perinatal Resource Collection (PRC) to the estimated target population:

Estimated Target Population:	314,000 (Females, age 15-44)
Known PRC Audience:	13,737 (Sept. 1980 - July 1981)
% Of Target Population Served:	5.1% (Sept. 1980 - July 1981)

This estimate is extremely conservative, since only eleven months' showings are reflected, and then only for those programs for which the intermediary completed the evaluation form requiring information on audience size, etc. Furthermore, the eleven months for which data is available was a start-up period; promotional efforts began in Fall 1980 and the effects are steadily building.

It should also be noted that this data reflects only use of the audiovisual collection housed at the Medical Center Library and distributed statewide. Other aspects of the Library's IPO involvement cannot, as yet, be expressed in terms of a "targeted" or "served" population. In November 1981 the six bookmobiles, eight public libraries, and Books-By-Mail Service will submit a six month use report of the Maternal and Infant Care Core Collections. At the same time, another group of community sites will be selected to receive similar core collections (negotiations with IPO currently are underway; final approval is pending).

*University of New Mexico Bureau of Business and Economic Research, 1979. Females 15=44 = 314,000 of the then estimated total population of 1,266,600, or 25 per cent.

Total Outreach Program Statewide Coverage

The grid presented on the next page depicts the variety of outreach service contacts established throughout New Mexico as of July, 1981. With the exception of one county - Hidalgo, representing less than 1% of the State's population - every county in New Mexico is served by one or more portions of the Outreach Program.

UNM MEDICAL CENTER LIBRARY OUTREACH PROGRAM COUNTIES SERVED

County	Population US Census 1980 (Advance counts)	Interlibrary loan to health care Agencies and Document Delivery centers	Improved Pregnancy Outcome (IPO) Project	Continuing Medical Education for Physicians	Health Information Planning Group Workshops 1980	Primary Care Curriculum (PCC) Preceptor/Liason Educators	Hospital Library Consultation/ Training sessions	Telephone User Survey (4 months) 1981	Exit Survey (4 weeks) 1981	County-Physician Population	Physicians Outreach Program
Bernalillo	419,700	X	X	X	X		X	X	X	1053	X
Catron	2,720		X							1	
Chaves	51,103	X	X		X	X	X		X	62	
Colfax	13,706		X							15	X
Curry	42,019	X	X			X				30	X
De Baca	2,454					X				2	X
Dona Ana	96,340	X	X	X	X			X	X	89	X
Eddy	47,855	X	X		X			X	X	41	X
Grant	26,204	X	X			X			X	26	X
Guadalupe	4,496		X							2	X
Harding	1,090		X							0	
Hidalgo	6,049									2	
Lea	55,634	X	X	X	X	X		X		36	X
Lincoln	10,997		X			X			X	13	
Los Alamos	17,599	X	X			X		X	X	35	X
Luna	15,585	X	X							6	
McKinley	54,930	X	X		X	X		X	X	26	X
Mora	4,205		X						X	2	
Otero	44,665	X	X	X	X	X		X	X	30	
Quay	10,577		X					X	X	6	
Rio Arriba	29,282	X	X		X	X		X	X	21	X
Roosevelt	15,695	X	X							4	
San Juan	80,833	X	X		X			X	X	54	X
San Miguel	22,751	X	X			X			X	24	X
Sandoval	34,799		X		X	X	X	X	X	16	X
Santa Fe	75,306	X	X		X	X		X	X	149	X
Sierra	8,454	X	X	X						10	X
Socorro	12,969	X	X		X	X			X	6	
Taos	18,862	X	X			X			X	25	X
Torrance	7,491		X						X	3	
Union	4,725	X	X							3	
Valencia	60,853	X	X		X		X	X	X	20	X

BEST COPY AVAILABLE

II. LIBRARY COLLECTIONS

As the only major medical center library serving the southern Rocky Mountain area, the UNM Medical Center Library constitutes a vital regional health resource. Because of its unique position the Library's collections of

30,670 texts and monographs
63,161 bound journal bolumes
19,526 technical reports and government documents
5,668 audiovisual programs
1,900 pamphlets

are designed to provide health information to a wide variety of audiences: undergraduate medical students, graduate students in the basic sciences, allied health students, researchers, practicing physicians, other health professionals and the lay public.

Until 1979 the collection emphasis was the traditional one of meeting the information needs of the health professional with an array of materials ranging from general and encyclopedic works to treatises on specialized and complex research and patient care problems. However in 1979 the Library broadened the scope of its collection interests to support the health information needs of an increasingly aware and sophisticated lay audience who wanted health information for themselves and their families or to support efforts to improve community health standards. To meet this need a modest book and audiovisual media purchasing program was initiated and the Pamphlet and Consumer Information Reference collections were created. (See Project Narrative, Chapter V for further details)

Input from a variety of sources assures all Library users that these collections remain relevant and up-to-date. An arrangement with an internationally known book dealer permits the Library to review all new books published in English by the world's major publishers for purchase selection. Faculty and librarians work closely to acquire the best journals and audiovisual programs on the market and as a depository library of the Government Printing Office, the Library receives a copy of health related materials published by the agencies of the federal government.

The print and non-print materials selected for inclusion in the collection are cataloged, housed in logical sub-units for ease of retrieval and use and are publicized through various library publications, meetings and workshops.

III. LIBRARY MATERIALS USAGE

Because the Library's collection consists almost exclusively of health-related materials, the only meaningful way to respond to this section was to identify materials borrowed by users unaffiliated with the University. In-house use and "Activity Index," as indicated in MCL's Response to the Statement of Work, are not presented since they become meaningless in a setting where all materials are health related. Theft rate, according to the most recent inventory figures, is minimal and constitutes a "non-statistic" for this purpose. This can be in part contributed to the Library's security system, and, in part, to our user group behavior.

The list on the following pages presents a broad subject delineation of materials borrowed by unaffiliated users between April 13, 1981 and August 10, 1981.

UNM MEDICAL CENTER LIBRARY

Unaffiliated Borrower Records by Classification Numbers
13 April - 10 August 1981

# Items Borrowed		
1	QH 2	Natural History
2	QH 205	Microscopy
1	QH 212	Microscopes
1	QH 368	Human Evolution
2	QS 5	Anatomy
4	QS 604	Embryology
1	QT 34	BioPhysicis, Biomedical Engineering
4	QU 25	Laboratory Manuals
1	QU 135	Enzymes, Coenzymes
2	QU 146	Nutritional Surveys
2	QV	Pharmacology
1	QV 13	Pharmacology Encyclopedia
1	QV 77	Psychopharmacology. Psychotropic Drugs
1	QV 81	General Anesthesia
1	QV 220	Disinfectants
3	QW 4	Microbiology
1	QW 700	Immunology, Infection
1	QY 60	Laboratory Animals
1	QY 122	Sputum
2	QZ 2	Pathology
1	QZ 206	Neoplasm research
1	QZ 267	Drug Therapy (Neoplasms)
3	W 20	Medical Training
2	W50	Medical Ethics
1	W84	Quality of Health Care
1	W92	Group Practice
1	W 322	Medical Social Work
1	W 740	Forensic Psychiatry
4	W	Medical Profession
3	WA 1	Public Health
3	WA 30	Social, Economic and Environmental Factors, Public Health
4	WA 320	Child Welfare, Child Abuse
1	WA 525	Health Administration

Unaffiliated Borrower Records
by Classification Numbers - page 2

3	WB 8	Medical Practice
1	WB 141	General Diagnosis
2	WB 410	Therapeutics
1	WB 541	Exercise, Medical Gymnastics
1	WC 5	Communicable Diseases
1	WC 140	Venereal Diseases
1	WD 4	Nutritional Disorders
1	WE 1	Musculoskeletal System
2	WE 103	Movement, Locomotion, Posture Exertion
1	WE 168	Orthopedics
2	WE 755	Low Back Pain. Sciatica
1	WE 810	Shoulder, Upper Arm
4	WE 830	Wrist, Hand
2	WE 870	Knee, Lower Leg
1	WF 600	Lungs
1	WG 3	Cardiovascular System
1	WG 141	Examination, Diagnosis
1	WG 168	Cardiovascular Surgery
1	WG 170	Vascular Surgery
1	WG 220	Congenital Heart Disease
2	WG 300	Coronary Disease
1	WG 500	Blood Vessels
1	WH 100	Hemic and lymphatic systems
1	WI 9	Gastrointestinal system
2	WI 950	Hernia (abdomen)
1	WJ 752	Diseases of the Prostate
7	WL 1-100	Nervous system
1	WL 104	Neurochemistry
1	WL 500	Peripheral Nerves
2	WM 2	Psychiatry
2	WM 90	Psychophysiologic Disorders Psychosomatic Medicine
1	WM 145	Psychological Tests
1	WM 203	Schizophrenia
1	WM 274	Alcohol
3	WM 300	Mental Retardation
2	WM 415	Hypnosis
3	WM 420	Psychotherapy
1	WM 450	Active Therapy
3	WM 460	Psychoanalysis

Unaffiliated Borrower Records
by Classification Numbers - page 3

1	WN 160	Radiology, Technology
1	WN 650	" safety measures
3	WO 1-100	Surgery
1	WO 500	Operative Surgery, /Surgical Technices
1	WP	Gynecology
1	WP 460	Cervical Carcinoma
1	WP 480	Cervical Neoplasms
1	WQ	Obstetrics
1	WQ 210	Fetus, Perinatology
1	WS 2	Pediatrics
2	WS 330	Pediatrics. Endocrine System
1	WS 340	" Nervous System
1	WT 1	Geriatrics. Chronic Disease
2	WW 2	Ophthamology " "
1	WW 290	Glaucoma
1	WX 100	Hospitals and other Health facilities
6	WX 150	Hospital Administration
1	WX 153	Hospitals, Quality of Service
2	WY	Nursing
1	WY 16	Nursing, Quality Control
1	WY 87	Psychological Aspects of Nursing
1	WY 100	Nursing Procedures
1	WY 160	Pediatric Nursing. Neurological Nursing
1	WY 161	Surgical Nursing
1	WY 162	" "
1	WZ 3	History of Medicine
3	WZ 313	Diagnosis of diseases of famous persons
1	WZ 69o	Literary and artistic works by Physicians

UNM MEDICAL CENTER LIBRARY

Unaffiliated Journal Borrowing*

Acta Pathologica et Microbiological Scandinavica Section
American Journal of Clinical Pathology
American Journal of Pharmacy
American Journal of Veterinary Research
Analytical Biochemistry
Anatomical Record
Anatomical Record
Annals of the New York Academy of Sciences
" " " " " " " "
" " " " " " " "
Annals of Otology, Rhinology and Laryngology
Archives of Industrial Health
" " " "
Biochemical Journal
Biochemical Pharmacology
Biological Reviews of the Cambridge Philosophical society
Biometrika
British Journal of Industrial Medicine
" " " " "
Cancer Chemotherapy Reports
Cancer Research
Chromosoma
"
Clinical Chemistry
Journal of the American Chemical society
Journal of the American Veterinary Medical Association
Journal of Applied Physiology
Journal of the National Cancer Institute
Journal of Pharmacology and Experimental Therapeutics
Journal of Physiology
Journal of Reproduction and Fertility
Minnesota Medicine
National Cancer Institute Monographs
Naturforsch
Nursing Homes
Scandinavian Journal of Plastic and Reconstructive surgery
Surgical Forum
Surgery, Gynecology and Obstetrics
" " "
Transactions

* The Medical Center Library does not circulate "current" journals. These include all journals published within the past 5 years. The journals listed here pre-date 1977.

IV. REFERENCE SERVICES

Because most reference services at the Medical Center Library are related to health information, data collected for this portion of the project had to be focused on user affiliation as the prerequisite for inclusion in the report rather than subject content of an inquiry. The Library surveyed individuals not affiliated with the University who called the library for information between April 20, 1981 and August 10, 1981. In addition, to gain a sampling of the on-site use of the Library and its resources by "unaffiliates," MCL conducted an exit survey during four separate weeks: May 4-10, June 15-21, July 20-26, and August 3-9, 1981.

However, the combined surveys offer only a smattering of the use of the Medical Center Library by unaffiliated users, particularly since the summer months are historically the least busy times of the year for New Mexico libraries. We know, for instance, that each summer month represents between five and six percent of the total annual service load of this Library in contrast to busy months in which the service load almost doubles. Thus the sample is extremely modest and cannot be considered representative of the total service demand. To provide a rough perspective for the data presented in this section, the following "vital statistics" reflecting the 1980/81 fiscal year are offered:

Gate Count:	209,467	
Reference Desk Inquiries:	24,478	
Computer Searches:	1,520	(304, or 20%, for Outreach clientele)
ILL/Document Delivery:	9,949*	

Exit Survey

For each of the four one week surveys, student employees greeted users in the front lobby as they entered the library. Following a brief explanation of the survey's purpose, the students asked users to fill out a form and return it before leaving the building. A sign in the front foyer and publicity on campus also announced the purpose of the survey. Originally, users were asked to identify themselves as either affiliated or unaffiliated library users. This procedure was discontinued for it seemed to confuse or intimidate many visitors. Additionally, it was suspected that many "outsiders" passed the survey area claiming to be affiliated. In later surveys the practice of asking users to fill out a survey form for each day they used the library was discontinued for it created animosity amongst those who entered the Library frequently. A new form was designed and used for the second and subsequent surveys, and all library users were asked to complete it. This new form yielded a higher number of responses by unaffiliated library users.

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*This includes items loaned and items borrowed from other regional libraries for New Mexico hospitals and clinics. In 1979/80, the MCL loaned 4,593 items to hospitals and clinics in New Mexico - a volume nearly equal to the total ILL lending activity of all New Mexico public libraries combined.

Telephone Survey

The telephone survey, too, offers only a sampling of the volume of unaffiliated callers received at the Reference Desk, Media Desk, and Circulation Desk. Simultaneous telephone and in-person service demands from library users often distracted MCL staff from completing the survey form. The relative sparsity of completed surveys submitted to MCL Raven Project staff during known busy periods confirmed our suspicion that the survey was not consistently administered despite the conscientious efforts of the Library staff. The data collected for this portion of the project may help to characterize the nature of calls received without reflecting absolute volume of service.

Project Question: How many health information and other reference requests were serviced?

As shown above, 24,478 inquiries were recorded in 1980-1981: practically all of these may be presumed to be health related, thus "other reference requests" are not relevent for this library. For the data sampled in this project, the 153 telephone inquiries and 597 exit surveys recorded reflect unaffiliated users only. Both surveys asked respondents to identify the primary purpose of the call or visit. This question was designed to identify the uses of the Medical Center Library by unaffiliated users and to respond to the stated requirement to categorize the type of reference transaction. Obviously, data presented below represents not reference transactions as suggested in the Statement of Work, but a more comprehensive picture of unaffiliated users' purposes regardless of whether a user-librarian transaction occurred.

UNAFFILIATED USERS' STATED PURPOSES

Purpose of Visit/Call	Four one-week Exit Surveys Number	%	April 20-Aug. 10 Telephone Survey Number	%	Combined Number	%
Book, Journal or AV Holdings Information	211	29.1	75	42.2	286	31.6
Ready Reference/General Information	18	2.5	51	28.7	69	7.7
Computer Search* (machine search)	12	1.7	8	4.5	20	2.3
Consult with Library Staff (community referral, readers advisory transaction)	5	0.7	1	.6	6	.7
Find Information on a Specific Topic (literature search/ research question)	164	23.0	36	20.0	200	22.0
Circulation Activity: Return/renew/reserve materials; pay fines	10	1.4	0	--	10	1.1
Make Photocopies	21	2.9	1	.6	22	2.4
Study Using Library Materials	49	6.8	1	.6	50	5.5
Study Own Materials	156	21.5	3	1.7	159	17.6
Visit Drug Information Center	4	.6	0	--	4	.4
Social or Relaxation	38	5.2	0	--	38	4.2
Attend Meeting or Class	8	1.1	0	--	8	.9
Other	18	2.5	1	.6	19	2.2

*This reflects not the actual number of searches performed but the number of respondents who identified this category as their primary purpose for visiting or calling. The actual number of searches performed for unaffiliates from April through July (August not available) was 86.

Project Question: What is Asked?

Analysis of the survey "purpose" question, in which respondents described the specific information need which prompted them to call or visit the Library, resulted in the following categorization.

Research Topics	Four one-week Exit Surveys		April 20-Aug. 10 Telephone Survey		Combined	
	Number	%	Number	%	Number	%
Alcoholism	1	.61	0	--	1	.5
Behavioral/Psychological	14	8.54	1	2.78	15	7.5
Birth Defects	3	1.83	1	2.78	4	2.0
Cancer	4	2.44	2	5.56	6	3.0
Diagnostic Tech-Equipment	3	1.83	0	--	3	1.5
Drugs, Medication	6	3.66	0	--	6	3.0
Environmental Health	1	.61	0	--	1	.5
General Anatomy	4	2.44	1	2.78	5	2.5
Health Care Delivery	5	3.05	0	--	5	2.5
Hospital Administration	3	1.83	1	2.78	4	2.0
Injuries	0	0	1	2.78	1	.5
Laboratory Research	12	7.32	0	--	12	6.0
Medical Profession	3	1.83	3	8.34	6	3.0
Medical Specialities	14	8.54	1	2.78	15	7.5
Nutrition	5	3.05	1	2.78	6	3.0
Pregnancy, Childbirth	1	.61	6	16.68	7	3.5
Rehabilition - Phys. T.	3	1.83	1	2.78	4	2.0
Smoking	2	1.22	0	--	2	1.0
Specific Disease/Syndrome	52	32.0	7	19.46	59	30.0
Statistics	0	--	3	8.34	3	1.5
Surgery	2	1.22	3	8.34	5	2.5
Veterinary	0	--	1	2.78	1	.5
Certain Topics (unspec.)	18	10.98	2	5.56	20	10.0
Other Specifics	8	4.88	1	2.78	9	4.5
TOTALS	164	100.04%	36	100.00%	200	100.0%

Project Question: Outcome - a subjective judgement by library staff indicating whether the patron was helped, taking into account materials provided, referrals made and discerned impact of the reference transaction.

Medical Center Library Methodology: Telephone survey: Library staff members made judgements regarding the extent of success unaffiliated callers had in finding what they needed. Of the 122 individuals surveyed by telephone, the overwhelming majority did, in the judgement of the Medical Center Library staff member answering the call, receive the information sought:

Survey Question: "Did you find what you wanted?"

Medical Center Staff Judgement:

Yes	91	74.6%
Somewhat	18	14.8%
No	13	10.7%

Exit Survey

Perceptions of outcome in the exit survey filled out by the users themselves revealed a slightly higher level of success.

Survey Question: "Did you find what you wanted?"*

Yes:	87%
Somewhat:	11%
No:	3%

* In the first exit survey, the question was worded as follows:

" My success in finding library materials today was:

Excellent
Good
Fair
Poor"

To standardize the response to the first survey form with the revised form used in surveys 2-4, we have combined the answers as follows:

Excellent and Good = Yes
Fair = Somewhat
Poor = No

Identifying Intermediaries

The Exit Survey posed the question "who will benefit from your visit?" A similar question was asked of all unaffiliated users calling the Medical Center Library during the survey period. The users were all asked to designate one of six possible parties who would benefit from their request for services and materials at the Medical Center Library. The intended purpose of the question was to differentiate between those uses of the library which would chiefly benefit the actual user, and those in which the user (survey respondent) might be serving as an intermediary. In some cases, users either chose to not answer the question or offered more than one beneficiary. The vast majority of users, however, elected to identify only one beneficiary of their visit or call.

Exit Survey

"Who will benefit?" (walk in)

Self	50.5%
Employer	14.8%
Patients	12.1%
Students	5.1%
Friends-relative	6.8%
General public	6.8%
Client	1.8%
Other	2.1%
Total	100.0%

Telephone Survey

"Who will benefit?"

Self	33.3%
Employer	16.0%
Patients	6.2%
Students	4.3%
Friend-relative	3.1%
General public	17.9%
Other	
Professionals	11.1%
Client	3.1%
Other	4.9%
Total	99.9%

Benefit to General Public by Occupation

Library users responding to the question: "Who will benefit from your visit (or call)?" were presented with an option to cite the General Public as primary beneficiaries of their visit. 17.9% of all telephone caller responses and 6.8% of all walk-in respondents considered the general

public as benefitting from services or materials obtained at the Medical Center Library. The following two tables identify the percentages of responses to the general public as beneficiaries by occupation of the respondents. This data was compiled for the purpose of identifying those occupations most likely to serve in the intermediary role the Library Outreach Program most directly addresses.

Telephone Survey

Occupation	% of occupation grouping that stated "General Public" to benefit
Nutritionist	100%
Writer	100%
Nurse	55%
Health Educator	50%
Physician	25%
Business person	25%
Public Administrator	25%
Public School Teacher	25%
Allied Health Professional	20%
Librarian	19%
Other	14.3%

Exit Survey

Occupation	% of occupation stated would benefit general public
1) Writer	66.7%
2) Nutritionist	55.6%
3) Social Worker	40.0%
4) Health Educator	33.3%
5) Other Health Professional	27.8%
6) Business person	25.0%
7) Private Citizen	18.8%
8) Unspecified Health Professional	12.5%
9) Lawyer	13.9%
10) Physician	12.7%
11) Unspecified Non-Health Professional	12.5%
12) Nurse	11.8%
13) Public Administrator	11.1%
14) Student	10.0%
15) Allied Health Professional	8.9%
16) Librarian	6.7%
17) Pharmacist	4.3%
18) Other	5.9%
19) College Student	2.8%

APPENDIX I: DESCRIPTIVE LIST OF PROJECT MATERIALS PRODUCED

I. Publications for Public Distribution

A. Bibliographies and Other Listings

1. Selected Pamphlets on Pregnancy and Infants
Prepared Under the Improved Pregnancy Outcome Project
December 1980
Topics include: Infant; Infant Nutrition; Contraception; Pregnancy; Pregnancy Complications;- Pregnancy in Adolescence; list of addresses
Target Audience: Health educators, professionals, and consumers

2. Health and Safety Aspects of Mining: A Bibliography
September 1980
Entries include monographs, government publications, articles, and audiovisual materials published between 1966 and 1980 in two major categories:
A. Health and Safety Aspects of Mining Uranium and Other Radioactive Substances;
B. Health and Safety Aspects of Mining Mineral Substances Other than Uranium
Target Audience: Health educators, industrial safety and health personnel, mining community health professionals, and consumers

3. Agencies Providing Health Information
April 1981
Organizations listed provide bibliographies and/or materials to libraries and health educators on a variety of subjects. Chiefly New Mexico; some national offices
Target Audience: Public librarians, health educators, health agencies and institutions

4. Perinatal Resource Collection Available Through the Medica Center Library Improved Pregnancy Outcome Project
August 1980
Media Center Materials Subject List of films, slide tapes, and videocassettes on pregnancy and infant care. Also lists of books and pamphlets of special interest to IPO users
Target Audience: School personnel, public libraries, health professionals, health educators; other IPO users on demand

B. Brochures and Posters

1. Your Invitation to Become an IPO Participant
Improved Pregnancy Outcome Publicity Flyer
October 1980
Publicity flyer with off-campus borrowers application form
Target Audience: School personnel, public libraries, health professionals, health educators; other IPO users on demand

2. Have a Healthy Baby
November 1980
Poster-11 X 17 inches announcing free loan of IPO materials to New Mexico residents
Target Audience: Statewide community libraries, district field health offices (multiple copies sent for posting in public areas)

3. New Mexico Physicians Outreach Program-1981
November 1980
Publicity flyer with membership application form
Target Audience: NM physicians and D.O.s

4. Health and Safety Aspects of Mining: A Bibliography
November 1980
Publicity flyer with order form
Target Audience: New Mexico and national libraries

5. New Titles on Pregnancy and Infant Care
Improved Pregnancy Outcome Project
March 1981
Poster 8-1/2 X 11 inches
Target Audience: Public libraries and bookmobiles with IPO maternal and infant care collections from the Medical Center Library

C. Booklists

1. new books for FY 1980-81
Six issues: July January
September March
November May (approximately 6 pages each)
A supplement to adobe medicus published on alternate months containing list of new books and media materials available in the library
Target Audience: UNM Campus, Physicians Outreach Program, and New Mexico Hospitals

D. Bulletins and Guides

1. adobe medicus for FY 1980/81
Six issues in v. 3, nos. 4, 5, 6; v. 4, nos. 1, 2, 3 - (approximately 15 pages each)
This bi-monthly bulletin of the Medical Center Library presents articles of interest on such issues as collection development policies, rising costs of journal subscriptions, inter-unit building cooperation, the interlibrary loan squeeze, and helpful hints to grant writing. Regular features include Library News and Notes, Once Over page, and a list of new books and media materials available in the Library
Target Audience: UNM Campus; statewide; selected outside libraries

2. User Guide - 1981
Published as an annual supplement to Nov/Dec issue of adobe medicus
This update of the 1980 edition brings together a description of the policies, services and facilities of the Medical Center Library
Target Audience: adobe medicus mailing list; local user groups

II. Limited Distribution Materials

A. Papers and Reports

1. New Wine in Old Bottles-Outreach at the UNM Medical Center Library
June 1980
A descriptive summary of MCL's outreach services, Published in ABCMA Reports, v.2, no.8, (July 25, 1980)
Target Audience: Members of Albuquerque/Bernalillo County Medical Association

2. Report of Health Information Workshop June 6-7, 1980
July 1980
The official report, including evaluation results, of the statewide Health Information Workshop co-sponsored by MCL, IPO, and the State Library
Target Audience: Co-sponsors, New Mexico Health and Environment Department

3. Consumer Health Information: A Shared Venture
October 1980
Paper presented at Annual SCRG-MLA Meeting in New Orleans. Describes IPO project and workshop activities
Target Audience: Members of South Central Regional Group of the Medical Library Association

4. Report of Hospital Library Consultation to Presbyterian Medical Services: Checkerboard Area System, Cuba Health Center
February 1981
Target Audience: In-house document; also to Cuba Health Center officials

5. Mini-Internship for Librarian of Memorial General Hospital, Las Cruces, at Medical Center Library
May 1980
Report of a two-day internship program designed to train a non-librarian in basic skills required to manage a small hospital library
Target Audience: Hospital administrator; library intern; in-house document

6. IPO/UNM Medical Center Library Progress Report for six month period October 1980-March 1981
April 1981
Divided into broad areas reflecting the contract's Statement of Work
Target Audience: IPO administrators, New Mexico Health & Environment Department

B. Planning Documents

1. Improved Pregnancy Outcome/UNM Medical Center Library Support Program
August 1980
Three Year Plan: A Cooperative Plan to Promote Access to Health Information in New Mexico
Target Audience: IPO, New Mexico Health & Environment Department

NEW MEXICO HEALTH INFORMATION
PLANNING GROUP

LIBRARY SURVEY

1. How would you rate your community's interest in and demand for health information?

_____ High _____ Medium _____ Low

Clarifying remarks:

2. Can you pinpoint the area(s) of health information requests which you encounter most often?

3. How would you rate your library's collection in terms of meeting the current health information needs of your users?

_____ Completely adequate
_____ Adequate most of the time
_____ Weak in many areas
_____ Weak in most areas

4. Have you in any way focused on health information during the past year (special displays, speakers, etc.)?

_____ Yes _____ No

Comment:

5. Do you work with any agencies or groups (including hospitals, clinics, physicians, etc.) engaged in providing health information or health education in your area?

_____ Yes (please describe) _____ No

6. Do you have any problems in answering questions related to health?

7. Please read the following statements and rate them (circling the numbers) by their importance to your library:

Most Important				Least Important		
1	2	3	4	5	a.	Receiving a regular list of new and recommended health information materials for purchase.
1	2	3	4	5	b.	A list of audio-visual materials available on loan for use in programs on health-related topics.
1	2	3	4	5	c.	Guidelines for obtaining free pamphlets from health agencies in New Mexico.
1	2	3	4	5	d.	Recommendations for ideas, speakers, etc. your library can sponsor.
1	2	3	4	5	e.	Media fair for librarians and health educators.
1	2	3	4	5	f.	Health information workshops.

8. The ideal health information activity would be: (please rank in order of preference).

Location	Length	Season
___In My Community	___8:30-5:00 one day	___ Summer (Jun.Aug.)
___Within 100-150 miles	___10:00-4:00 one day	___ Fall (Sept.-Nov.)
___In Albuquerque	___One and a half days	___ Winter (Dec.-Feb.)
___At NLM Meetings	___Two full days	___ Spring (Mar.-May)
___Other (please specify)		
_____		Timing
_____		___ On a Saturday (wholly or partially)
_____		___ Weekday (s)

Your name_____
Title_____
Library_____

In the event that we need to ask you additional questions, when may we contact you? Day(s) of week_____Time(s)_____

Thank you for your assistance. Please return this survey in the enclosed envelope. In the event you have additional questions about any aspect of this survey, please contact:

Chief of Outreach Programs
Medical Center Library
The University of New Mexico
Albuquerque, NM 87131
277-2311

UNM MEDICAL CENTER LIBRARY OUTREACH PROGRAM COUNTIES SERVED

County	Population US Census 1980 (Advance counts)	Interlibrary loan to health care Agencies and Document Delivery centers	Improved Pregnancy Outcome (IPO) Project	Continuing Medical Education for Physicians	Health Information Planning Group/Workshops 1980	Primary Care Curriculum (PCC) Preceptor/Liason Educators	Hospital Library Consultation/ Training sessions	Telephone User Survey (4 months) 1981	Exit Survey (4 weeks) 1981	County-Physician Population	Physicians Outreach Program
Bernalillo	419,700	X	X	X	X		X	X	X	1053	X
Catron	2,720		X							1	
Chaves	51,103	X	X		X	X	X		X	62	
Colfax	13,706		X							15	X
Curry	42,019	X	X			X				30	X
De Baca	2,454					X				2	X
Dona Ana	96,340	X	X	X	X			X	X	89	X
Eddy	47,855	X	X		X			X	X	41	X
Grant	26,204	X	X			X			X	26	X
Guadalupe	4,496		X							2	X
Harding	1,090		X							0	
Hidalgo	6,049									2	
Lea	55,634	X	X	X	X	X		X		36	X
Lincoln	10,997		X			X			X	13	
Los Alamos	17,599	X	X			X		X	X	35	X
Luna	15,585	X	X							6	
McKinley	54,950	X	X		X	X		X	X	26	X
Mora	4,205		X						X	2	
Otero	44,665	X	X	X	X	X		X	X	30	
Quay	10,577		X					X	X	6	
Rio Arriba	29,282	X	X		X	X		X	X	21	X
Roosevelt	15,695	X	X							4	
San Juan	80,833	X	X		X			X	X	54	X
San Miguel	22,751	X	X			X			X	24	X
Sandoval	34,799		X		X	X	X	X	X	16	X
Santa Fe	75,306	X	X		X	X	X	X	X	149	X
Sierra	8,454	X	X	X						10	X
Socorro	12,969	X	X		X	X			X	6	
Taos	13,862	X	X			X			X	25	X
Torrance	7,491		X		X				X	3	
Union	4,725	X	X							3	
Valencia	60,853	X	X		X		X	X	X	20	X

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APPENDIX IV Media Evaluation Forms

University of New Mexico
Medical Center Library

IMPROVED PREGNANCY OUTCOME
MEDIA EVALUATION FORM

1. Description of material reviewed

Title _____ Format _____ Cost _____

Producer _____ Length ___minutes Copyright date _____

For #2-#5, please check one of the five ratings.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
2. OVERALL					
Material satisfies IPC objectives	—	—	—	—	—
Content is presented in a logical manner	—	—	—	—	—
Material is a suitable length for the subject	—	—	—	—	—
3. UTILIZATION					
Material is interesting for intended audience	—	—	—	—	—
Material is flexible, useful in many ways	—	—	—	—	—
4. TECHNICAL QUALITY					
Image is clear	—	—	—	—	—
Sound is clear	—	—	—	—	—

5. AUDIENCE
Circle audience(s) you feel would benefit from this material:

Physician Nurse Allied Health Patient/Consumer

6. Could this material be used independently, be left at the site? __Yes __No

7. RECOMMENDATION:
___ Strongly recommend; essential material
___ Recommended; useful but not essential
___ Not recommended

Comments:

Name and Title _____ Date _____ Telephone _____

Agency _____

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THE UNIVERSITY OF NEW MEXICO ☐ ALBUQUERQUE, NEW MEXICO 87131
MEDICAL CENTER LIBRARY ☐ NORTH CAMPUS (505) 277-5631

WE NEED YOUR HELP. . .
. . . . . to assess the value of our Improved Pregnancy Outcome materials, and to provide us with an estimate of the use of IPO materials by New Mexico citizens so we can continue to receive funds for materials. Please complete this form and return it with the material to the Medical Center Library.

If you show this program to more than one group, please fill out a separate form for each, or include each showing separately on this form. You may reproduce this copy or ask us for additional copies. Thank you.

IPO MATERIALS USER EVALUATION

Name of Borrower:_____

Occupation of Borrower:_____

Town:_____

Title of Material Used:_____

Format: **16 mm film**_____ **slide tape**_____

videocassette_____ **model**_____

audiocassette_____

Condition of material on return: OK for future use_____

Needs repair (specify)_____

Please list the group for which this program will be used:

Name (nature) of Group:_____

Date(s) Used:_____ **Time:**_____

Number in Attendance_____

Type of Audience: **Consumers**_____ **Physicians**_____

Health Educators_____ **Nurses**_____

Others (please explain)_____

Please give us your comments on the value of this audiovisual material for the group using it. You may use the back of the form for comments.

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APPENDIX V Promotional Poster for Improved Pregnancy Outcome Project

HAVE A

HEALTHY BABY!

YOU CAN LEARN ABOUT PREGNANCY AND CHILDBIRTH

Nutrition · Traditional Childbirth · Alternatives
Complications · Breastfeeding · Parenting

You may borrow without charge films, slides, tapes, books and other learning aids for your group or personal use.

CONTACT:

Materials are made available to New Mexico residents through:

THE NEW MEXICO
IMPROVED PREGNANCY OUTCOME PROJECT
HEALTH AND ENVIRONMENT DEPARTMENT

And The
UNIVERSITY OF NEW MEXICO MEDICAL
CENTER LIBRARY

APPENDIX VI Perinatal Newsletter Featuring Medical Center Library

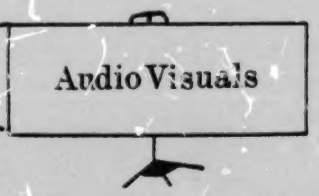
STATE OF NEW MEXICO
IMPROVED PREGNANCY OUTCOME PROJECT

Perinatal News

HEALTH SERVICES DIVISION
HEALTH & ENVIRONMENT DEPARTMENT

Volume I April, 1980 No. 2

IPO AND UNIVERSITY OF NEW MEXICO MEDICAL SCIENCE LIBRARY PLAN STATEWIDE PERINATAL INFORMATION AND RESOURCE CENTER



The need for educational programs within the State of New Mexico for both providers and consumers of perinatal services is vividly apparent to all concerned. Currently, throughout the state, there are many diverse groups attempting to meet the demands. Now, IPO and the UNM Medical Center Library are in the process of finalizing a plan which will offer a solution to some of these concerns: The Library, under IPO Staff supervision, will use their expertise to form a Perinatal Health Information and Resource Center for the entire state.

Particularly in the area of consumer education, work by the Education Sub-Committee of the Perinatal Committee discloses a need for coordination and centralized planning. Often, within educational programs, efforts to purchase high quality educational materials for individual program use are hampered by lack of funds. Other programs may lack knowledge of and exposure to the wide range of audiovisuals on the market and in production. A group, having the resources to purchase, may do so in isolation, unaware of similar or identical materials readily available in the immediate locality for their use.

The UNM Medical Science Library, utilizing vast resources and knowledge of the market, will review materials and recommend purchases of books and audiovisuals. A composite list of all IPO purchased items will then be published along with the Perinatal Newsletter every three months.

The Perinatal Health Information and Resource Center will allow all groups involved with perinatal concerns access, after initial approval by the IPO Project Staff, to the materials located at the UNM Medical Science Library.

A centralized lending resource directory will ultimately be developed to reflect the availability of specific materials relating to pregnancy, birth and early parenting within various organizations throughout the state.

Your recommendations for specific items or areas of concerns to expand the resource center are eagerly sought by both the IPO Staff and the Medical Science Library.

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Perinatal News I(3)

NEW SERVICE TO OUR READERS: VVVVVVVVVVV

LISTING OF PERINATAL MATERIALS

The Medical Center Library, University of New Mexico, currently holds, and continues to acquire, materials ordered for use of the IPO user. In searching for the best new materials to purchase, many additional titles come to the attention of the library staff. These include free and inexpensive pamphlets, free films, and titles appropriate for use by consumers and health educators, though not purchased by the Medical Center Library.

In this, and future, issues of the Perinatal Newsletter, we will bring many of these special materials to your attention. Sufficient information will be given to enable Newsletter readers to order them directly from the supplier or publisher listed, should you decide they are suitable for your needs.

When taking advantage of this new service, please keep in mind the fact that the materials listed in this section are listed for your use in ordering independently, and are NOT available from the Library.

Free and Inexpensive Materials:

AS YOU EAT SO YOUR BABY GROWS: a Guide to Nutrition in Pregnancy. (pamphlet). 16 p. Ceres Press, Old Witchtree Rd., Woodstock, NY 12498. $1.35 each; bulk rates to professionals. Reviewed in Nursing Outlook.

BATHING YOUR BABY: (16 mm. film) Free loan. Johnson & Johnson Baby Products, distributed by Association Films, 8615 Directors Row, Dallax TX 75247. Allow 3 weeks and submit 2 alternate dates.

CAUTION ON X-RAYS IN PREGNANCY: (poster 5 x 10½ or 17½ x 22) Available in Spanish and English. #HFX-28. Food and Drug Administration, Bureau of Radiological Health, 5600 Fishers Lane, Rockville, MD 20857.

DRUG DEPENDENCE IN PREGNANCY: Clinical Management of Mother and Child. National Institute of Drug Abuse, 1978. DHEW Pub. ADM 78-578. Stock #017-024-007990-4. $2.50. Order from Superintendent of Documents, Government Printing Office, North Capitol and H Sts., Washington, DC 20401

FETAL BLOOD SAMPLING: (16 mm. film) Ayerst Labs. #10569. 15 min. Free loan. Reserve from Association-Sterling Films, 8615 Directors Row, Dallas TX 75247. Allow 3 weeks and submit 2 alternate dates. Includes fetal scalp sampling and monitoring of acid base status during labor.

A GOOD START: (16 mm. film) 15 min. Free loan. Walter J. Klein Co., Ltd. 6301 Carmel Rd., P O Box 20076, Charlotte NC 28222. Reviewed in Journal of Nurse Midwifery. Includes breast feeding, bottle feeding, aseptic and terminal sterilization.

MEN AND FAMILY PLANNING: an Annotated Bibliography compiled by Douglas Beckstein. Free single copies. Douglas Beckstein, Health and Information Center, St. Louis County Dept of Community Health and Medical Care, 801 S. Brentwood Blvd., Clayton, MO 63105. Reviewed in SIECUS Reports. For teenage men - equally applicable to men in general

RAPE PREVENTION EDUCATION PACKAGE: (16 mm film) 4 films and discussion guide. Free Loan. Association Films, see address above. For young adults.

WEIGHT GAIN DURING PREGNANCY: Weight loss at and following Delivery (15" x 20" wall chart) Ross Laboratories, 625 Cleveland St., Cleveland OH 43216.

APPENDIX VII Maternal & Infant Care Core Collection Promotional Materials

NEW IN THE LIBRARY

New Titles on Pregnancy and Infant Care

presented by your library
in cooperation with the
N.M. Improved Pregnancy Outcome Project
and
The Medical Center Library,
University of New Mexico

Defensor-Chieftain, Socorro, New Mexico

New Library Collection Aims at Healthier Babies

The Socorro Public Library has been selected as one of eight public libraries in New Mexico to participate in a statewide effort to improve the health of babies and mothers in our state. A special collection of 30 books on pregnancy and child care has been added to the library's present collection. These books range from methods of childbirth to preparing babyfood to fathering.

All the books may be checked out for three weeks as are the regular library books. The books are provided to increase the availability of information which can help the pregnant woman plan a healthy pregnancy resulting in healthy babies.

The purchase of the collection was made possible through a program initiated by the New Mexico Health and Environment Department Improved Pregnancy Outcome Project and the University of New Mexico's Medical Center Library. A list of the titles and call numbers is available at the circulation desk in the Socorro Public Library.

For Socorro County people served by the state's bookmobile, the special mother and baby care collections will also be available through the bookmobile.

New Mexico has an unusually high infant mortality rate. By making these materials available, hopefully pregnant women may become aware of health practices that influence the outcome of pregnancy and can take measures that will reduce the risk.

Daily Optic, Las Vegas, New Mexico

Carnegie announces new collection of books on pregnancy

The Carnegie Public Library has been selected as one of eight public libraries in New Mexico to participate in a statewide effort to improve the health of infants and mothers in New Mexico, according to library director Ann Kaiser.

A special collection of 30 books on pregnancy and infant care has been added to the library's existing collection on the topic to increase the availability of information which can help pregnant women plan a healthy pregnancy resulting in healthy infants.

The purchase of this collection is made possible through a program initiated by the New Mexico Health and Environment Department's Improved Pregnancy Outcome Project and the University of New Mexico Medical Center Library. The special Maternal and Infant Care collections will also be added to the state's Bookmobile libraries serving areas lacking public libraries.

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